

OUR 1959 F.S.B.

FLOWER SHOW
BROADSIDE

62
Lawn seed, p. 20

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GOULARD & OLENA, INC.
Pioneers in Custom Made Organic Plant Food
SKILLMAN, Somerset County NEW JERSEY



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Dear Flower Show Patrons and Gardeners Everywhere

Another year and new preparations for another 1959 man made, and her ladyship too, "Garden of Eden" prize winning plot in your own back yard. Must make you feel that after all the "Art of Living" is really very much worth while and your gratitude expressed in song or work is definitely your DUTY.

Did you know, just for the record and to establish the age of our gardening craft that is was popular over 60 centuries ago. That's right, and the start was in the Tigris-Euphrates Valley which was dubbed the "Garden of Eden." So that makes it the CRAFT of all crafts and as you hear on television, "you were there."

Certainly we are grateful for the many decades our name has been tied in with this CRAFT and again we "top" this industry with what we think are advantages. It's one thing to "boast" about being "BIG" with the "MOSTEST of tonnage and variety," but if the little consumer has to pay for the advertising and the "stage charm" that goes with it there is NO advantage at all, just all wind and no substance.

The prices in this F. S. B. are the SAME as last year with one or two minor exceptions and we make scores of gardening products. Prices on every kind of merchandise have advanced many times in the past two years and there seems to be no end to it, but we have operated on the same level and have swallowed the extra cost with some painful gulps, although we know there is an end to this, as a general policy.

Very truly yours,

GOULARD & OLENA, INC.

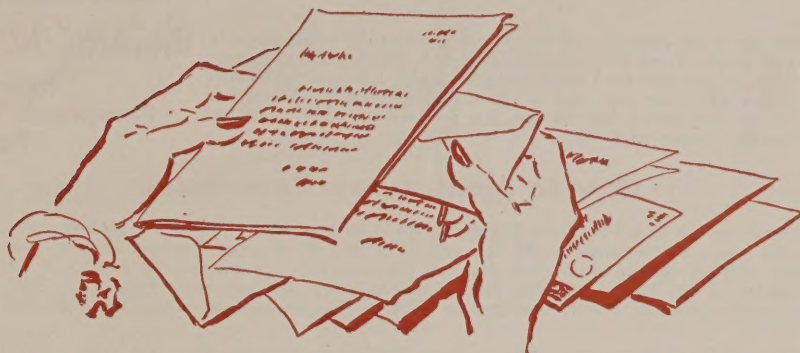


DON'T FORGET PAGE 28

GOULARD & OLENA, INC. → SKILLMAN ←
NEW JERSEY

PIONEERS OF CUSTOM MADE ORGANIC PLANT FOODS

TESTIMONIALS



In the past F.S.B.'s we have suggested that you pay some heed to these TESTIMONIALS because they are absolutely voluntary. They may not be the finest examples of the most perfect English, but you can depend upon them coming from the "head and heart" and none of this "fluky" advertising and silly ballyhoo. We could fill this catalog with genuine letters of praise.

From Tamaqua, Pa.

"I used your Plant Spray mostly to get rid of ants, and for your information, this is the best exterminator that was ever made."

From Lebanon, New Jersey

"Early in the season I ordered Plant Props and find them invaluable. Also all your other products have been fine. I originally ordered from New York, but am now enjoying the country."

From South Carolina

"My tomatoes raised on your food are outgrowing all bounds!"

"You should see those tomatoes — almost 4½ feet tall (Rutgers as well as Big-Boy — and full of small tomatoes and flowers.)"

From West Chester, Pa.

"I thought you might be interested in knowing that I used your Tobacco Powder & Rose Food on our Rose bushes (we have 78 of them) this spring, and we have the largest roses we ever had, or I have ever seen. I just went out and measured the bloom and they average 4½" to 6½" across. The Crimson Glory averages 6" to 6½" blooms, so I want to place an order for —"

From Youngstown, Ohio

"Ever since we first received your catalogue, we've used many of your products. They far surpass anything we've ever used. The remarkable improvement in the holly, azaleas, rhododendrons, roses, etc., is almost beyond belief!"

From Galveston, Texas

"I have been using your Rose Food for three years. It sure has done wonders for my roses, but the concern that handles it locally has gone out of business. I would appreciate buying it direct. Does it come in the 100 pound bags? I have used other brands of Rose Food but none can even compare with G&O."

From Philadelphia, Pa.

"I used your Tomato Food this year with fine results and recommend it to my neighbors who came seeking the secret of my success. I also mentioned that all of your products are good and reliable."

From Cleveland, Ohio

"I am retired and for something to help keep me busy, I raise some tomatoes on what was previously a dump."

"I used 5 pounds of G&O Tomato Food and the results astonished a whole neighborhood when applied to Dree's Hybrid. It is simply marvelous."

From Tuscaloosa, Ala.

"Please send me three (3) gallons of Rid-o-Spot. It is the best I've ever used for so many things."

From Bruce, Wis.

"I am finding your Weed & Poison Ivy Killer the best ever. Have been trying to find something for many years but nothing has been successful up to now."

From Old Lyme, Conn.

"We have used your Rose Food for many years (which we get from G. Fox and Company, Hartford) and we have the finest roses in the state of Connecticut."



From Burlington, Vermont

"Would you please send me a copy of your 1958 catalog — never thought I'd find such a fascinating Fertilizer Catalog and Garden Guide."

From Brooklyn, N. Y.

"My compliments upon your dream plant labels, — they are a delight in the garden, especially in my little fruit orchard of dwarf trees. They "give" with the growth of the tree and that is so practical and they last for 15 years."

From Palisade, N. J.

"Our roses have benefited greatly since we began using these good preparations, Rose Food, Rose Dust and Tobacco Powder."

From Washington, D. C.

"Used your Bulb Food two years ago. It cannot be surpassed, and your catalog excels anything ever published of the kind."

From Detroit, Michigan

"I had the most beautiful Flower Garden in 1957-8. Used all G&O planting my tulip bulbs last fall and expect wonderful tulips this spring. Visitors to my garden wanted to know how I grew such beautiful flowers and I recommended G&O Plant Foods."

From Roanoke, Virginia

"The roses that took TOP AWARDS in the National Rose Show at Old Point Comfort, Virginia, last October were grown with YOUR ROSE FOOD. They had the most magnificent stems I have ever seen on any roses."



ROSE FOOD

THE NATIONAL



ROSE FOOD

Nearly four decades of the most perfect, beautifully colored and proportionately formed Roses ever grown. Prove it this summer even with a 5 lb. package to treat 7 plants with $\frac{1}{2}$ cupful per dose for 3 applications viz. April, June and September. Thanksgiving dinner with your own long stemmed beauties on the table makes "em all" sit up and take notice, but first get that rose soil in friable condition with Tobacco Powder. Important to do.

ORGANIC NO-FILLER

Nitrogen 7%
Phosphoric Acid 8%
Potash 5%

How to plant a new Rose Bush

DIG the hole wide enough to accommodate the longest root. Deep enough to bring the grafting bud to ground level. Put a few flat stones at the bottom of the hole and cover with 3" of grass clippings, straw or peat moss and then 2" of sifted earth. Sift the balance of the earth dug from hole and with this mix two (2) cupfuls of G&O ROSE FOOD and the same amount of fine Tobacco Powder. Fill the hole half way up. Use enough water at this point to almost make a mud of the earth in the hole. Finally complete the filling of the hole and wet down again, using half as much water this time.

THE right amount of Dried Blood, Meat Tankage, Bone, Fish Scrap, Vegetable Meal, etc., Trace Elements, Neutro Phosphorus and a 30-day "starter" of Nitrogen to feed gradually so that the April feeding carries into August and the latter month dose to late November. All this means better and larger blooms, stock, foliage, color and even smell.

ALL the work and expense is repaid a hundred times when the first bud bursts forth, and the petals of a gorgeous ROSE unfold.

It's the KIND of raw material in the 7% Nitrogen, 8% Phosphoric Acid and 5% of Potash, that makes a sick old plant come back to life again, and the new plants become more beautiful than ever.

How to feed a Rose Bush already planted

- 1—Roses love a friable, dampish (not wet) soil. Work into the soil 3" deep two (2) cupfuls of finely powdered Tobacco Powder (page 9) all around the bush and 6" from it. Do this during April or May or when bud leaf first appears. Wet down.
- 2—During early May (regardless of when the Tobacco Powder is applied) apply one (1) cupful of G&O ROSE FOOD to a 2 year and older bush, 6" from stalk and all around the bush in a circular trench 3" deep. Place a thin layer of grass clippings on top of the Food in the trench and then twice fill trench with water and let it soak in before replacing earth in trench to ground level.
- 3—All during the Summer, work the lawn clippings into the Rose bed earth as deep as possible.
- 4—During early June — Repeat No. 1.
- 5—During early August — Repeat No. 2.

PREPAID PRICES

1 lb. Pkg.@ \$.59

5 lb. Pkg.@ 1.19

10 lb. Pkg.@ \$1.98

25 lb. Pkg.@ 4.49

50 lb. Pkg.@ \$ 7.79

80 lb. Pkg.@ 10.79



TWO IN ONE, INSECTICIDE & FUNGICIDE

CONTROLS PESTS ON PLANTS



SEE LABEL
DIRECTIONS

APHIDS
SAWFLY
FLEA BEETLE
TENT CATERPILLAR
PHLOX BUG
MILDEW
BLIGHT
RED SPIDERS
ROSE CHAFER
"JAIL" BEETLE
FALL WEBWORM
TARNISHED BUG
BLACK SPOT
ANTHRACNOSE
ROSE SLUGS
WHITE FLY
BLISTER BEETLE
GLADIOLUS THRIP
CABBAGE LOOPERS
LEAF SPOTS
RUST
ETC., ETC.

ROSES
"MUMS"
VIOLETS
ZINNIAS
TULIPS
PETUNIAS
COSMOS
"GLADS"
PANSIES
PEONIES
GERANIUMS
HOLLYHOCKS
ASTERS
PEAS
PHLOX
DAHLIAS
MARGOLDS
NASTURTIUMS
ETC., ETC.

ROSE DUST or SPRAY

That's the advantage of this G&O RESEARCH PRODUCT, it can be used as a Dust or Spray. We favor SPRAY for two good reasons. (1) Saves the material that blows off and (2) Better foliage coverage and when combined with PLANT SPRAY it is still a much more efficient spray, killing everything that "creeps, flies, swims or jumps." Read about PLANT SPRAY on page 16.

World's Best Analysis For Roses

ACTIVE INGREDIENTS	
Dichloro diphenyl trichloroethane, DDT	5.00%
Ferbam (Ferric dimethyl dithiocarbamate) ..	7.00%
Rotenone	0.75%
Other Cube Resins	1.50%
Gamma Isomer of Benzene Hexachloride (From Lindane)	0.50%
Sulphur	20.00%
INERT INGREDIENTS	65.25%
	100.00%

Fungicide Directions

POWDERY MILDEW, LEAF SPOTS, RUST, BLIGHT, BLACK SPOT, ANTHRACNOSE attack Roses, Chrysanthemums, Asters, Cosmos, Phlox, Snapdragons and many other plants. Begin dusting or spraying as soon as the first leaves are out, or as soon as disease is detected, and repeat once a week, or more often in wet weather, throughout the season. Keep new growth covered. A light application, frequently applied, is preferable. For powdery Mildew on Dahlias, begin treatment the latter part of August and repeat at weekly intervals.

PREPAID PRICES

$\frac{1}{2}$ lb. Dusting Top Canister@ \$.69
For $\frac{1}{2}$ dozen Roses for season

1 lb. Dusting Top Canister* ..@ 1.29

* Experiment first with this size package that covers 10 large bushes. 3 doses.

5 lb. Pkg.@ \$4.19
10 lb. Pkg.@ 7.98

SPECIAL PRICES ON LARGER SIZES
SEE LABEL DIRECTIONS

Examine SPRAYERS and DUSTERS in this catalog on page 18. Short, concise and to the point for all practical purposes. Surely ONE statement on this page is justifiable. NO INCREASE IN PRICES and NO ONE can MAKE THAT same claim.

HIGHEST ACID FOOD

RHODO AZALEA CAMELLIA FOOD



FOR:

RHODO, AZALEA, HOLLY, MT. LAUREL, CAMELLIA, DOGWOOD, BLUEBERRY, ETC.

It isn't so easy to produce these acid plants in beautiful blooming and lasting effect into summer and that's why the good amateurs and even the professional nurseryman insist on G&O. We started the real demand 30 years ago and each year we have studied the results, and our trade multiplies each season because we have learned how to improve their stock.

THE analysis is 3% of nitrogen, 20% of phosphoric acid (nearly twice as high as any existing formula today) and 3% of potash. These plants are "inebriates" for acid food. This formula is abundantly acid. Apply in April or May and again 3 weeks later. Four cupfuls (coffee cup size) to a plant 3 feet high. Proportionately more or less for varying heights. Chop it in 2 inches deep and soak down with water. That's all there is to it and you're due for a pleasant surprise. Just before the first frost give 'em another feeding — same amount — and see how they open up the next spring. Make a "show" plant out of the average plant. **FLOWER SHOW PRIZES FOR SPECIMEN PLANTS FROM THIS FORMULA.**

Try as little as 5 pounds. Apply in April, again in early June and again in September. Four cupfuls to a plant 3 feet high with a 3 to 5 foot spread. Work it in 2 inches and soak down with water.

A heavy acid soil is nearly the whole answer to satisfactory plants in this group.

Acidity is expressed in terms of pH. A 7 pH soil is considered neutral in reaction. Above 7 pH is alkaline and below is on the acid side. Some growers like a pH of 6.5 but try for around 5 pH and notice the amazing difference. That's where our 3-20-3 counts every time. Vs. so-called formulas with only half the actual elements required.

Try this, too — Save apple parings and tea leaves and we especially recommend TOBACCO POWDER (page 9) worked into the soil all around these plants for three good reasons: (1) The pH goes down; the acidity goes up. (2) the soil is made friable and "woody" (like forest soil). (3) Those white root maggots are controlled.

1—DO THIS BEFORE END OF APRIL: Prong up the already planted beds to a depth of 2" to 3" being careful not to tear surface roots too much. Now apply 5-10 lbs. of G&O Tobacco Powder (not coarse or flake tobacco) to 100 sq. ft. of soil. Soak with water.

2—LATE MAY: For plants about 3' high and the same size spread, broadcast by hand two glassfull (tumbler size) of G&O 3-20-3 Acid Food evenly over earth from stalk or trunk, all around and out to the spread of the branches. Prong it in and flush with water. If any roots are exposed by reason of "wash" or erosion, cover up and level earth off.

3—DURING LATE AUGUST Repeat No. 2.

PREPAID PRICES

2 lbs.@ \$.79	10 lbs.@ \$1.98	50 lbs.@ \$ 7.79
(enough for 4 plants)		
5 lbs.@ 1.19	25 lbs.@ 4.49	2 - 50 lbs.@ 12.98

All packages have a laminated Polyethylene Liner so that Acid cannot affect the outside package with printed directions.

5-3-2 (South) CAMELLIA FOOD

1000 Lbs. Cottonseed Meal
600 " Superphosphate
400 " Muriate of Potash
2000 Lbs.

FOR THE BEAUTIFUL GARDENS
of the DEEP SOUTH and NEW ORLEANS
— FAITHFUL PATRONS —

FINE MECHANICAL PLANTING & DRILLING CONDITION,
AND KEEPING OR STORAGE PROPERTIES EXCELLENT.

While this DAUNOY RECIPE is known and called a 5-3-2 it has in reality an analysis of 3% Nitrogen, 6% of Avail. Phosphoric Acid and 12% of Potash. The 5-3-2 refers to PARTS or the proportion that these ingredients bear to the whole, or 2,000 lbs. Many in the Louisiana Parishes call it a 5-3-2 and it enjoys a big demand, being 100% ORGANIC. CAMELLIA growing in this AREA, because of the peculiar humid weather conditions, and this formula (to our knowledge we are the only producers) makes a CAMELLIA, AZALEA, GARDENIA or ORCHID that excites glowing comments wherever shown. It "WOWS" them all!

PREPAID PRICES

5 lbs.@ \$1.39	25 lbs.@ \$4.98
10 lbs.@ 2.39	50 lbs.@ 8.49

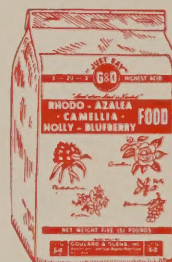
3
.
20
.
3

NITROGEN
3%

PHOSPHORIC
ACID 20%

POTASH
3%

NO-
FILLER



•
5
.
3
.
2

NO-
FILLER



NO FILLER
5.10.5

OUR BARGAIN PAGE

**SUPER
ORGANIC
PLANT
FOOD**

PRIZEGRO

BLOOD FISH BONE POTASH BORON

This is the page
you look for each
year!

— For General Utility Use —

LAWNS · FLOWERS · FRUITS · SHRUBS · BERRIES · VEGETABLES

FOR **\$10.98** YOU GET
PREPAID

The Usual Charge is \$16.98 Delivered
You Save \$6.00



100 lbs. of PRIZEGRO
Plus
25 lbs. of BONE
MEAL — FREE
TOTAL 125 lbs.



PRIZEGRO and the FREE BONE MEAL HAS ALWAYS BEEN A LEADER, even when both prices have been 30% less than today, so you can picture what that difference is now when for 6 years the prices of bags, labor, freight, etc., have jumped this 30% and today we are showing a genuine big loss just to keep the LEADERSHIP alive, but we must insist that TWO (2) tons or forty (40) DEALS (a total of 125 lbs. per deal) is our positive LIMIT TO ONE CUSTOMER. Please don't take offense at this as it is a very generous offer (you must believe that) for any one person. We have been making this offer for 38 years and expect to repeat for years more at the same or different prices, because its popularity is universal with gardeners. SO GET YOUR ORDER IN EARLY.

**NITROGEN
5%**

**PHOSPHORIC
ACID 10%**

**POTASH
5%**

A 5-10-5 Fertilizer can be made with 300 to 1100 lbs. of filler (sand or anything as worthless for Plant Food) in a ton, and qualify under the law BUT our NO-FILLER HIGH ORGANIC PRIZEGRO cannot stand adulteration because there is no room left in which to add a filler. Why spend \$80.00 for a ton of 5-10-5 and get \$44.00 worth of sand or filler? Our formula feeds progressively in wet or dry periods. Begins working at once and then as plant needs more food, the organics release a further supply for 6-8 months. One or two feedings a season and that's all. See directions on package.

TRY THIS — When Tomato Plants are set out apply one (1) heaping tablespoon of PRIZEGRO and about a quart of water and one month later apply two big tablespoonfuls of the Bone Meal. Try this combination dosage right alongside of any other kind or kinds of Commercial Fertilizer you have used before. THAT'S YOUR ANSWER. AMAZING.

100 LBS. FEEDS A GARDEN 6,000 Sq. Ft. (60 x 100)

100 LBS. FEEDS A LAWN 6,500 Sq. Ft. (65 x 100)

ONE (1) Teaspoonful to mature strawberry plants doubles yield.

½ Cupful to Shrub 2' high x 2' wide is astounding, even into second year after application.

Being HIGH ORGANIC — one feeding equals 3 of many formulas.

PLEASE READ—VERY, VERY IMPORTANT

Obviously WE DO NOT OFFER any of our GIFTS mentioned on page 28 with this DEAL.

The BONE MEAL is the one and ONLY GIFT in itself.

TERMS OF THIS PRIZEGRO AND "BONUS BONE MEAL"

PRICES given in this F.S.B. (that means every product) INCLUDE DELIVERY AND SHIPPING EXPENSE TO DESTINATION up to and including points EAST of the MISSISSIPPI RIVER on ALL SIZES EXCEPT the 100 lb. and larger sizes and on such sizes we LIMIT THE FREE DELIVERY TO POINTS WITHIN 500 MILES OF NEW YORK CITY AND PHILADELPHIA. (Our plant is just midway between these cities.) Example — 100 lbs. PRIZEGRO and 25 lbs. of BONE MEAL (total of 125 lbs.) is prepaid up to 500 mile distant points. Two separate packages inside of shipping case or hamper. If you live beyond this generous mileage limit ask us for extra shipping charge which cannot be too much more in any case.

PREPAID PRICES

100 lbs. with 25 lbs. "No Cost" Bone Meal	@	\$10.98
50 lbs. with 15 lbs. "No Cost" Bone Meal	@	6.89
25 lbs. with 10 lbs. "No Cost" Bone Meal	@	4.59
10 lbs. with 5 lbs. "No Cost" Bone Meal	@	2.89
5 lbs. with 2 lbs. "No Cost" Bone Meal	@	1.69

Note: Two (2) lbs. Bone Meal will feed 36 bulbs.

READ
PAGE 28

READ
PAGE 31

NITROGEN
5%

PHOSPHORIC
ACID
6%

POTASH
15%

BULB FOOD

FOR-

**DAHLIA, GLADIOLA, LILY, HYACINTH, IRIS
PEONIES, DAFFODILS, TULIPS, NARCISSUS, ETC.**

America's only 15% Potash • Disease Resistant Formula

IN planting most any kind of seed, bulb or shrub, common sense is a good "hunch" to follow. The next time you plant BULBS try this as a test. Make the hole about 3" deeper than directions call for. Lay a couple of thin, flat stones in the bottom of the hole, then about 1½" of Tobacco Powder which holds moisture, topped with 1" of soil. Empty a pint of water and let the Tobacco absorb it.

With the balance of the earth removed from the hole, mix in ONE cupful of Tobacco and ½ cupful (4 ounces) of G&O Bulb Food and use this to fill up the hole, adding another pint of water. If you must SEE results over a stretch of 3 years to be convinced, plant half of your bulbs this way and half the conventional way.

The leading Dahlia growers demand at least 10% of Potash, so just compare that requirement with these "do everything" market grades of 4%—7% and 8% Potash—and you'll find they are totally inadequate.

A tablespoonful per plant of this Food in Spring, July and again in August for already planted bulbs has meant many a prize and probably due to that excess of Potash.

PREPAID PRICES

2 lbs.@ \$.79	5 lbs.@ \$1.19	25 lbs.@ \$4.49
(DOZ. BULBS, 3 FEEDINGS)	10 lbs.@ 1.98	50 lbs.@ 7.79

EVERGREEN TREE & SHRUB FOOD

FOR-

**EVERGREENS, TREES, SHRUBS, ORNAMENTALS
HEDGES, FRUIT TREES, CLIMBING VINES**

AS a manufacturer of FISH, BLOOD, TANKAGE, GO-NITE, BORON, IRON and MAGNESIUM base PLANT FOODS, we get reports from Nurserymen as to their unusual, lasting results from the use of our EVERGREEN FOOD. As one food is exhausted the next available organic continues the feeding and only with our 9-7-4 does that action go on for 10 months. It only costs about 1/10th to 1/15th as much for the Tree Food as the tree itself costs so never let a nice tree or shrub go unfed.

THERE is a general tendency by all property owners to let this kind of planting "GO IT ALONE" once the Nurseryman or Landscaper has planted them. That's a pity because Ornamentals only ask for very little help and respond to it beautifully.

We have seen sick, spindly Yews marked for replacement get 4 or 5 feedings with our high Organic 9-7-4 and make thick, beautiful plants in less than three years.

Prove it—buy 5 or 10 lbs. and apply as package directions say. Also keep digging in Compost, Grass Clippings and TOBACCO POWDER.

The TRENCH system of feeding does better on Foundation plantings although in TREE FEEDING the POST HOLE system is more practical which is nothing more than making a series of rings (with holes) around the tree and to the extent of the lowest branch spread. The larger the tree the more holes required.

Our package directions tells how all this is done, but to simplify it, suppose your tree is 15' high with a total bottom branch spread of 10', it takes 5 rings and a hole every 2' on each ring's circumference.

Instead of measuring the tree's trunk diameter just take, in this case, a cupful (coffee cup size) of this FOOD for EACH HOLE, fill holes with water three times around and then earth to fill those holes. Do this in early Spring and late Autumn each year.

PLANTING—Make the hole plenty wide enough with straight side walls and flat bottom. Set aside the first 8" of top soil and mix with Tobacco Powder and some Peat Moss for holding moisture.

Lay a stick across the hole at ground level and then drop your plant in the hole and 3" below the top roots. See further feeding directions on our packages.

PREPAID PRICES

5 lbs.@ \$1.19	10 lbs.@ \$1.98	25 lbs.@ \$4.49
	50 lbs.@ \$7.79	

NITROGEN
9%

PHOSPHORIC
ACID
7%

POTASH
4%



**N
O
F
I
L
L
E
R**



**9
·
7
·
4**

BONE FLOUR • BLOOD

FISH • IRON • GO-NITE (Tankage)



Special **TOMATO FOOD** 3-12-13

THE HIGHEST PHOSPHORUS AND POTASH MILLENNIUM.

We make, pack and sell a real tonnage of TOMATO FOOD but considering that the TOMATO is grown in EVERY county in the U. S. and Alaska, with 125 thousand acres planted in California alone plus a terrific selling price in the chain stores for tomatoes, should prompt every gardener in the country to set aside enough ground to cultivate at least 6-12 tomato plants. Of course no ten fertilizer makers could meet this demand, but what a satisfaction to the few amateurs to grow the BIGGEST and THE BEST. Why go through ALL the work without the BEST and HIGHEST analysis FOODS? And to make this possible our PRICES are again reduced which for this total of 28 units of FOOD is the UNDERSTATEMENT of the last 5 years. Shop anywhere to prove this.

NO-FILLER

3
•
12
•
13

NITROGEN
3%

PHOSPHORUS
12%

POTASH
13%

Note that we are even packing a two (2) lb. size for the real small gardener with 4-6 plants for 3 feedings. A "revelation" formula like this should be available to all. Never deteriorates or unduly cakes.

When stems are slender, fibrous, and hard, purple color is present, roots stunted and fruit sets late, it could be due to a shortage of Phosphorus.

If plants grow slowly, leaves get crinkly, color is grayish or yellowish and fruit ripens unevenly, look for a deficiency in Potash.

It doesn't make any difference what kind or how much fertilizer you have already bought and used in setting out your tomato plants. What those plants need during July is a small handful of this 3-12-13 Tomato Food in a 2" deep furrow around the stalk and 4" from it and a big drink of water. Another same dose the middle of August is still better. Full directions on package.

REDUCED PREPAID PRICES SPECIAL

2 lbs. (4-6 plants, 3 feedings)	@ \$.69	10 lbs.	@ \$1.89	50 lbs.	@ \$5.98
5 lbs. (10-12 plants, 3 feedings)	@ 1.19	25 lbs.	@ 3.39	80 lbs.	@ 8.98

TOMATO-POTATO *Insecticide - Fungicide* **DUST OR SPRAY**

*Season's Protection,
Per Plant, Less
Than 1½ Cents*

We recommend that AS A SPRAY (and when the yellow blossoms appear) a weekly dose consisting of ONE CUPFUL of PLANT SPRAY mixed in a pail with 40 cups of water (see page 16) to which add ONE heaping tablespoonful of this Tomato Dust or Spray. Keep agitating while spraying. Don't let it settle. Bottle off what you don't use.

THERE are certain times during the growing season when the right kind of a dust or spray is necessary to use on tomatoes, potatoes, cucumbers, squash, pumpkins, melons, etc., so that quick and almost spectacular results are obtainable. It doesn't take long for Mildew, Blight, and similar fungus diseases to "take hold" on this kind of vegetable and particularly tomatoes and potatoes. The purpose of a good Tomato Dust is to immediately control the flea beetle, tomato horn worm, fruit worm, potato bug, cucumber beetle, melon worm, etc., because of slow acting insecticide permits greater damage to be done and then all kinds of plants are in such weak condition as to make fungus attack like Mildew and Blight just that much worse and harder to control. With our kind of dust it means that when you go after the bugs, you are also making the right application of Metallic Copper and for that reason our Tomato Dust contains 10% to 15% more Copper. You should dust or spray for Blight and other fungus troubles affecting tomatoes seven times.

As in the case of Rose Dust we pack our Tomato Dust in ½ and 1 lb. perforated top canisters and then also in the 5 lb. package for the gardener who has from 50 to 60 plants.

PREPAID PRICES

½ lb.	\$.64	1 lb. Canister (enough for 10 plants—4 times) @	\$.98
5 lb.	@ \$2.69	10 lb.	@ \$4.79
		25 lb.	@ \$9.98



**85%
ORGANIC
NITROGEN**

MR. Strawberry BIG

**FOR BIG
DELICIOUS
STRAWBERRIES
OUR WONDERFULLY
SUCCESSFUL FORMULA**



Another famous "over 20 units Plant Food" (23) and the strawberry goes for it in a big way. All these formulas are so unusual that they simply defy competition. A plant is like an animal or a human being. What's good for this plant is worthless for another. You **MUST** be the final judge.

Just use a level teaspoonful in a ring around a plant or a pound to 25 running feet of row (both sides) in the spring of the fruiting year. On some check plots, use none of this formula or any other kind of Fertilizer and that comparison will prove the value of **SPECIALTY PLANT FOOD**. Because the dosage is so small our prices for a 3-13-7 with 85% of the best Organics available would be **LOW** even if they were twice as high. Application for an acre — 700 lbs. Start now to build a permanent Berry soil.

PREPAID PRICES

5 lbs.	\$1.19	25 lbs.	\$4.49
10 lbs.	1.98	50 lbs.	7.79

Deduct 5% on order of 500 lbs.

- 50 lbs. Nitrate of Soda
- 200 lbs. Sun dried Fish Scrap
- 200 lbs. Blood Tankage for semi-fast feeding
- 300 lbs. Bone Flour for high phosphorus
- 100 lbs. Cottonseed Meal
- 1015 lbs. 20% Phosphate and Triple Superphosphate
- 135 lbs. Potash
- 2000 lbs. Again, no chance for a filler

**3
·
13
·
7**



**GENUINE UNADULTERATED
RICH, BLACK, ODORLESS**

**Hopewell Valley
GOOD EARTH**

**FOR INDOOR-OUTDOOR
POTTED PLANTS**

Contains humus, ground phosphate, rock, activated cow manure, vermiculite, important trace elements, etc. It is rich, black, odorless and clean. It is neutral. Nothing comparable and **HOW AFRICAN VIOLETS LOVE IT.**

Using a newspaper, spread open on the floor or table, mix thereon one (1) cupful of this **ORGANIC GOOD EARTH** with 3 to 5 cupfuls of screened topsoil. Since this mixture is of clean, earthy ingredients, just use your hands to get an even mix and then spread the mixture out and sprinkle it with a little water to dampen it off before potting and "setting" plants or seed. No excess moisture needed. Feeds for a year. Better African Violets.

This bulky organic vegetable and animal soil retains moisture longer and prevents soil caking in pots, window boxes, greenhouse benches, etc.

DO NOT confuse this product with those marketed packages of **ORDINARY TOP SOILS** that look like your own garden soils.

PREPAID PRICES

5 lb. Polyethylene Pkg.@ \$.98	10 lb. Polyethylene Pkg.@ \$1.79
(Enough for 6-10 pots, depending on size)	25 lb. Polyethylene Pkg.@ 3.39
50 lbs. — \$4.98	



CATTLE MANURE

Sometimes analysis is not as important as the aim to create a "fluffy," moisture holding animal base soil and you do get that effect with "Black as your hat, Iowa" Cattle Manure. It has such a rich manure odor and still only 1.85% Nitrogen, .75% Phosphorus and 1.75% Potash that this non-burning "bed-down" keeps on producing for years in Annual and Perennial beds and on lawns that are hard as concrete, at the rate of 30 lbs. per 1000 sq. ft.

This product deserves a full page because once you have seen an animal manure that is a dark rich shredded product (like 1/4" lengths of cut brown straw) direct from the feeding pens as our buyer did, you'll know that your garden beds and everything have at last got a chance to meet and receive a load of the **REAL THING** and not something with 95% of straw, peanut hulls and peat moss and only 5% of manure. Our analysis is 1.85 Nitrogen, .75% Phosphorus and 1.75% Potash. Full directions on package.

PREPAID PRICES

You've probably tried them all and swore you'd never buy commercial manures again. Relent and recondition (as a test) a 300 or 400 sq. ft. area of your garden soil this year under our **GUARANTEE** that you will get the genuine. We must be right or we couldn't sell so many carloads.

5 lbs.	\$.98	10 lbs.	\$1.79	25 lbs.	\$3.49	50 lbs.	\$6.29
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TOBACCO POWDER

TRY IT FOR LAWN SLUGS — 40 lbs. to 1,000 sq. ft.

Do you know **HOW SCARCE** good **TOBACCO POWDER** is to buy?

We mean the pure straight **HIGH NICOTINE** fine **POWDER**. Chances are only **ONE** out of 100 stores have it, and only then at prohibitive prices, because gardeners are learning daily that they can **CONDITION** the "meanest, low down clay and shale soil" with **TOBACCO POWDER**, when Peat Moss and other conditioners won't do it. Preparing **ROSE BED SOIL** will prove **THAT** in **ONE** season. Mix in **POT** or **WINDOW BOX EARTH**. **EVERY PENT HOUSE** with **GROWING PLANTS** **SHOULD ALWAYS HAVE** 25 to 50 lbs. of **TOBACCO POWDER** on hand.

The popularity of **TOBACCO POWDER** is established wherever and whenever any gardener uses it. Not so much for its plant food value of 2% Nitrogen and also Phosphorus and Potash, valuable as they are, but it **"DOES SOMETHING"** to good or poor soil and especially the latter, that Peat Moss, Compost, etc., fail to do. It **"FLUFFS"** up any soil. It repels root maggots and wire worms. Holds water longer. Fine for bulb storing. Safe, non-poisonous.

When planting a shrub about 2' high and 2' wide, mix at least 2 lbs. of Tobacco Powder with the subsoil (below topsoil). Do the same for **CAMELLIAS**, **RHODOS**, and **Acid Plants**.

PREPAID PRICES

1 lb.@ \$.59	10 lbs.@ \$1.79	50 lbs.@ 4.98
5 lbs.@ .98	25 lbs.@ 2.59	2 - 50 lbs.@ 9.59

**NITROGEN
1%
PHOSPHORUS
1%
POTASH
1%**



NITROGEN
8%
PHOSPHORUS

15%
POTASH

5%

8
•
15
•
5



GOULARD'S FORMULA

**NO
FILLER**

HERE IS the HIGHEST TEST and BEST LAWN FOOD probably ever made in the U. S. A. Possibly the highest ORGANIC CONTENT you have ever heard of is 50% and maybe nearer 25% (after the "lab" gets through with it). BUT HERE IS 100% ORGANIC NITROGEN in GOULARD'S FORMULA and mark this, ONLY about 1/5 of that 100% ORGANIC NITROGEN is present in water soluble or so-called quick pelletized form. We could maybe cut the price 35% by going "all out" on WATER SOLUBLE crystal pellets and still remain qualified under state registrations to claim 100% ORGANIC but oh! — without that Blood, Fish, Tankage, Cottonseed, Boron and six other essential trace elements, your lawn would so suffer that you might just as well go back to buying a commercial farm filler fertilizer to grow hay and costing a half or less than GOULARD'S FORMULA.

For LASTING PROOF, apply 15 lbs. of GOULARD'S FORMULA to a 1000 sq. ft. of your average lawn area and right along side of this put on 20 lbs. of any OTHER FERTILIZER to 1000 sq. ft. Look at the two areas a year hence and especially after a dry spell. Follow directions on the package. That's a difference of 1/3rd less of GOULARD'S FORMULA. Ever been offered a chance to buy a lawn food having 8% Nitrogen, 15% Phosphorus and 5% of Potash with 100% of the Nitrogen derived from organic materials, viz., dried ground blood, meat tankage, ground fish scrap, Go-Nite and cottonseed meal?

Whether a new lawn or renovation job insist on GOULARD'S 8-15-5 FORMULA.

Experiment Stations report chronically low phosphorus content of all soil. We consider even 10% too low for Fall or Spring feeding and so will you, after using 15% which you probably have never even been able to buy in branded mixed fertilizers.

PREPAID PRICES

15 lbs. (for 1000 sq. ft.)@ \$3.89
25 lbs.@ \$5.59 50 lbs.@ \$9.98 80 lbs.@ \$14.39

IF YOU STILL HAVE ANY DOUBT, WRITE FOR A SAMPLE THAT TREATS 4 SQUARE FEET WHICH MUST BE APPLIED DURING FIRST 2 WEEKS OF MARCH.

**TWO OF THE BEST LAWN FERTILIZERS ON THIS
PAGE — FOR SPRING OR FALL USE**



HYGANIC

**NO
FILLER**

For

Turf, Superfine Lawns & Specimen Trees — Ornamentals

This has, for 20 years, been a standard ORGANIC food for specimen trees as well as prize turf.

Greenkeepers, Park and Private Estate Superintendents, Landscapers, etc., have branded HYGANIC as a "pedigreed" product. With only "word of mouth" praise our tonnage output has been consistently higher every year. "Buy a bag and see" for yourself. That way is better than "tons" of talk.

In general, good grass or lawn turf needs a lot more Nitrogen than is required for Flowers, Vegetables, etc. You can say the same thing when it comes to feeding TREES. Then again LAWNS and TREES don't need nearly as much phosphorus and potash as these other plants. Just the right amount of phosphorus for a rich, deep color and potash to resist root disease.

Here again is where the KIND of ORGANIC NITROGEN is what counts and gives a real result, even on poor soils. Quick acting Nitrogen accomplishes about one thing — a spectacular showing within 30 days and a "wash-out" after that.

This special HYGANIC formula is bought and used annually in carload and truckload lots by Golf Greenkeepers and Tree Experts. These professionals are not visionary or theoretical but are hard working, down to earth folks who can look at a section of grass or a tree at a long distance and usually hit the answer as to what's wrong.

One trial of our HYGANIC 10-6-4 at the rate of 15 lbs. per 1000 square feet, broadcast by hand or with wheel spreader, during March-April or in September for Fall seeding and 10 pounds more over the same area (to crowd out the "crab") in June will convince you that our professional trade know what they are doing. Note the protracted dark green beautiful color. Let's call it the Fish and Blood color. Get rid of that yellow jaundice July hue with "RUN OF PILE" commercial fertilizers. Follow directions on package for tree and evergreen feeding.

PREPAID PRICES

25 lbs.@ \$2.98 50 lbs.@ \$5.69 80 lbs.@ \$8.98
(Enough for 1650 Sq. Ft. of Lawn Area)

10
•
6
•
4
NITROGEN
10%
PHOSPHORUS
6%
POTASH
4%

WUND-O-BEST

WUND-O-BEST is a light yellow colored CRYSTALLINE product about the consistency of epsom salts. It contains a higher analysis of 16% Nitrogen, 20% Phosphorus and 16% Potash. It dissolves in water (without leaving a trace of sediment) as fast as salt and even faster. Perfectly balanced and above all it is sanely priced and in fact 5 POUNDS sells for even LESS than 3 POUNDS of most competitive products having an analysis of about 1/3 less than WUND-O-BEST.

NEW STYLE OF PACKAGING

In addition to our TIN packing we are now putting a POLYETHYLENE liner bag in the can. Thus the contents can be stored.

(1) Goes to work within a half hour in feeding Nitrogen, Phosphorus and Potash to foliage and roots and within two hours of complete SOIL feeding to:

Roses	Hedges	Berries	Perennials	Evergreens
Fruits	Annuals	All Flowers	Lawn Turf	Rhododendrons
Vegetables	Shrubs	Azaleas	House Plants	ETC. — ETC.

(2) Safe. Cannot burn when used as directed.

(3) Non-poisonous, odorless, harmless to skin and clothes.

(4) Low Cost: Dissolve a heaping tablespoonful in a gallon of water and then use a sprayer, hose feeder or better still, a regular garden sprinkling can as an applicator.

It only takes one pound of WUND-O-BEST to about 33 gallons of water (weighing about 275 lbs.) to cover nearly 1500 square feet of lawn area. That's economy — plus.

A teaspoonful of WUND-O-BEST to a quart of water for indoor plants is an old stand-by.

MIXING WITH INSECTICIDES — FUNGICIDES

To every gallon of diluted and ready to use liquid BUG and BLIGHT sprays, add one (1) level tablespoonful of WUND-O-BEST. A good suggestion here is to first dissolve the WUND-O-BEST in a glassful of water and then combine with diluted insecticides. This combination is good practice for results and labor-saving.

PREPAID PRICES

1 lb. Pkg.@ \$1.29
5 lb. Pkg.@ 2.69

10 lb. Pkg.@ \$5.49

25 lb. Pkg.@ \$ 9.98
50 lb. Pkg.@ 17.89



A Measuring Spoon in Every Package and Full Directions

20% SUPERPHOSPHATE

WE do not know of one State in the Union where the phosphorus content of soil is not far less than needed. Consequently we began 20 years ago packing this item for you and today we pack carloads and give full directions on packages. It's low priced so keep a couple of bags on hand and use 4 lbs. per 100 sq. ft. of garden or lawn area and watered in. Big demand.

SUPERPHOSPHATE is the important element that produces color whether in a blade of grass or a petal of a rose and it is low enough in price for every gardener to use a little extra and even mixed with whatever fertilizer might have been purchased. In fact, it would be mighty good practice to take 25 lbs. of ordinary mixed fertilizer and then add 5 lbs. of this 20% SUPERPHOSPHATE, mixing it up well. It may take a little extra trouble but it would show results. Polyethylene Liner Packages.

REDUCED PREPAID PRICES

5 lbs.@ \$.98 25 lbs.@ \$2.89
10 lbs.@ 1.79 50 lbs.@ 5.49

48% TRIPLE SUPERPHOSPHATE

SOMETIMES called DOUBLE Superphosphate but really it's 2½ times, and there are thousands of Gardeners who want, but CANNOT GET this product anywhere in their local areas.

Could prove economical by using 1½ per 100 sq. ft. instead of 4 lbs. Also use a tumblerful to a bushel basket of Compost and wet down. When planting small fruit trees use a tumblerful with the dirt from hole and soak the replaced earth. You're after color, you know.

PREPAID PRICES—5 lbs. @ \$1.49, 10 lbs. @ \$2.39

COTTON SEED MEAL

SURPRISING how many customers buy our Cotton Seed Meal with almost 7% of Nitrogen and 3% of Phosphorus and especially growers of CAMELLIAS, HOLLY, AZALEAS and other ACID LOVING PLANTS and even thousands of ROSARIANS use a handful per bush yearly. It must please or else we would not sell carloads. Use 3 lbs. over a 100 sq. ft. of lawns or in flower beds. One of the best, surest result ORGANICS available and priced correctly for your limited needs. Popular sizes*.

So many bought the 25 lb. size last year we are now packing a 50 lb. size.

REDUCED PREPAID PRICES

5 lbs.*@ \$1.29 25 lbs.*@ \$4.49
10 lbs.*@ 1.98 50 lbs.@ 8.39

NITROGEN
16%
PHOSPHORUS
20%
POTASH
16%

16
•
20
•
16

SULPHATE of AMMONIA

ANOTHER nitrogenous product containing 20% or 20 lbs. of actual Nitrogen to 100 lbs. of the material. A little slower acting than Nitrate of Soda and also lasts a little longer. Both Nitrate of Soda and Sulphate of Ammonia can be dissolved in water for the purpose of making liquid applications.

Its continued use on the same soil creates acidity which is desirable for Bent Grasses but not Blue Grass or Fescue lawns. Also does a good job in controlling lawn weeds at rate of 5 lbs. to 1000 sq. ft. and watered in.

PREPAID PRICES

5 lbs. @ \$1.19 10 lbs. @ \$1.79 25 lbs. @ \$3.69

NITRATE of SODA

THIS material supplies over 15% of Nitrogen and starts to work in the ground in about 10 days. Supplies the needed Nitrogen to give growth and also color but it doesn't last long enough. Nice to have a little around for boosting leafy vegetables like spinach, cabbage, rhubarb, asparagus, etc.

PREPAID PRICES

5 lbs. @ \$1.19 10 lbs. @ \$1.79 25 lbs. @ \$3.69

GROUND FISH SCRAP

(Reduced Although Higher Base)

SO many customers who want to make a real showing on SWEET CORN, BERRIES, IN PERENNIAL FLOWER BEDS, ROSES, Etc., have asked us for our straight 10% plus FISH SCRAP that we have decided to make it available. A small handful to a hill of corn and Oh! what ears. It's got something that does the incredible besides 10% of Nitrogen which alone justifies the price.

PREPAID PRICES

5 lbs. @ \$1.59 10 lbs. @ \$2.59 25 lbs. @ \$5.89



"AWAY WITH" DANDELIONS AND MOST OTHER LAWN WEEDS "AWAY WITH" BACKACHES TOO!

Having a nice lawn minus weeds is the popular objective today. 2,4-D (Dichlorophenoxyacetic acid) is a real and safe control of most lawn weeds so why not just combine 2,4-D with a real organic base Fertilizer having 6% of Nitrogen (don't feed too much Nitrogen at Weed Control time or a "lush and fade out" condition will develop), 10% Phosphorus and 4% Potash? Two jobs done in one application.

Detail instructions on every package for buyer's guidance.

One dose of 15 lbs. of GO-WEED and TURF FOOD per 1000 square ft. of lawn area (with a regular lawn spreader) applied in early May and followed up in two weeks with another 10 lbs. over the same area.

PREPAID PRICES (Reduced*)

10 lbs.@ \$1.98	25 lbs.@ \$ 4.39
(For 675 Sq. Ft.)	
50 lbs.@ 6.69	80 lbs.@ 10.68

COMPOSTER FOR RICH EARTH

Leaves, grass clippings, pulled weeds, clean and greaseless garbage free of big and hard lumps, and a lot of other waste plants in a garden contain the kind of organics that are necessary for good growth and for building permanently good soil but all of these cannot be used until they are converted into a rich, loamy condition and it is really easy to do this.

To each bushel of such compost add 1 lb. of our mixture containing such "break-down" chemicals as Sulphate of Ammonia, Superphosphate, Muriate of Potash, Ground Limestone and Tobacco Dust. Full label directions.

We realize the difficulty of the average home gardener buying small enough quantities of each of these ingredients except at "drug store" prices and even then, we think they might be impossible to obtain.

PREPAID PRICES

5 lbs.@ \$1.19	25 lbs.@ \$3.69
10 lbs.@ 1.98	50 lbs.@ 6.89

1/2 BLOOD TANKAGE & 1/2 BONE MEAL

A GAIN, G&O supply another 100% ORGANIC NITROGEN and PHOSPHORUS mixture that cannot likely be bought anywhere except from an ORGANIC specialty producer, in which packaging field we are almost alone. This mixture runs close to 6% NITROGEN and 5 1/2% PHOSPHORIC ACID. Following your Fall seeding chore and when the new grass is up 1" apply 10 lbs. of this BLOOD, MEAT and BONE in late October or in late April to 300 sq. ft. In three weeks you won't recognize your own lawn. What a color and what a root system!

Very little nitrogen is released before frost. Everything "sleeps" until late March, without the usual inorganic "wash out" leaving little or nothing to feed the grass next spring. Contrariwise, this mixture (Remember, it's all pure without an ounce of filler) wakes up in April and goes to work all Summer and Fall.

REDUCED PREPAID PRICES (*)

5 lbs. @ \$1.39	10 lbs. @ \$2.49	25 lbs. @ \$4.69
(Enough for 400 sq. ft.)		



IMPROVE YOUR SOIL WITH

GYP SUM

It looks as though an extra word of praise should be said to support some increased sales of Gypsum amongst gardeners and home horticulturists. When the merits of Gypsum are known, you will see this same, and rightly PRICED SOIL CONDITIONER "lead 'em all." A 25 lb. bag treats 250 sq. ft. About 5 years ago they were advertising 20 times as much material to treat 250 sq. ft. and costing 25 times as much. Gardeners know better today. A lot of their knowledge comes from this F.S.B. Another good reason to always preserve it.

All gardeners know what Gypsum or Land Plaster is and how it has been improving and conditioning American soil for nearly 200 years.

- (1) It clears up water puddle spots in most cases by opening hard crusted surface drainage to a depth up to 10". We all have a condition in our gardens and lawns at some time akin to this.
- (2) It works better when spaded or spiked into soil.
- (3) Can be applied by hand or any kind of garden spreader.
- (4) It stimulates microbial decomposition in soil which increases formation of organics.
- (5) A good standard broadcast application is at rate of 2 tons per acre or say one pound to 10 sq. ft. or 100 lbs. to 1,000 sq. ft. or a garden of 25' x 40'. Apply in early spring and also in late summer when soil is dried out.
- (6) Apply Gypsum continuously for 3 years and see real soil improvement.

For the benefit of those who cannot get smaller sized packages of Gypsum locally to treat only 250-500 sq. ft. of hard crusted and poor soil, we have undertaken the packaging of these popular sizes and more as an accommodation to meet your demand for what we think is THE REAL AND NATURE'S OWN SOIL CONDITIONER and at maybe 1/20th to 1/50th of the cost.

PREPAID PRICES (*)

10 lb. size @ \$1.89	25 lb. size @ \$2.98
50 lb. size @ \$4.98	

UREAFORM WONDER GRANULES 20-10-5 FOR "POP EYE" LAWNS

(Ureaform No-Filler with Vermiculate, Fish and Triple Superphosphate — No Burn)

This 35 units of Water Soluble Plant Food should make lawn grass "jump out of turf."

1. It creates a quicker "greening up" because it is water soluble.
2. Does not hurt grass germination.
3. Can be used any time of year whether in dry or wet spells, but better when grass is dry.
4. Monthly dressings during the whole season is O.K. Good for trees and shrubs at the rate of 10 lbs. in circular rows with 18" deep holes around a tree of 6" in diameter about 4' above ground level. Put 1/2 cupful Wonder Granules in each hole beginning 3' from trunk.

Don't buy "by coverage" but by WEIGHT of container. Some competitors say "Use contents of package for covering 5000 sq. ft. (40 x 125') but we say use 25 lbs. for that area. Consequently, you can thus make cost comparisons when you know WEIGHTS and you can forget expensive technicalities.

PREPAID PRICES

50 lbs. @ \$8.49	25 lbs. @ \$4.69
10% discount for 1000 lbs. and up	

GO-NITE

A GENUINE AND NATURAL ABATTOIR TANKAGE
WITH 10% NITROGEN

Don't confuse this with a mixture of 1/2 TANKAGE and 1/2 BONE MEAL as shown at the left, which contains 6% Nitrogen as compared with over 10% of Nitrogen in GO-NITE, or almost 55% higher in the costliest element you can buy in Plant Food. Now EVERYONE can afford this product.

- (1) It is all ORGANIC.
- (2) High in water insoluble and availability of Nitrogen.
- (3) Analysis is dependable.
- (4) Does not heat or burn out in storage.
- (5) Granular but not dusty.
- (6) Minor and trace elements.
- (7) For a luscious green apply one (1) lb. GO-NITE to 100 sq. ft. of lawn or turf. Watch that 100% ORGANIC work for a whole year and the cost is so little. Two sizes only.

PREPAID PRICES (*)

5 lb. pkg. @ \$1.59	10 lb. pkg. @ \$3.98
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PURE RAW BONE MEAL



WE have a rather select group of customers who want and are willing to pay for RAW BONE in preference to the cooked or steamed Bone. In the case of RAW BONE the analysis runs about 3.70 of Nitrogen and 45% of Bone Phosphate of Lime or nearly 12% of available Phosphoric Acid while the STEAMED BONE has about 2.40 Nitrogen (38% less than Raw) and say 15% of available Phosphoric Acid. One is as good as the other but naturally the raw lasts twice as long. In very scarce supply all the time.

PREPAID PRICES

5 lbs. \$1.39 10 lbs. \$2.29 25 lbs. \$4.89

DRIED BLOOD

MANY gardeners like this product to keep night prowlers away and especially DEER and RABBITS. G&O do the unusual again by making it available to you. Also use as fertilizer since it has 11% Nitrogen.

PREPAID PRICES

5 lb. pkg. @ \$1.39
10 lb. pkg. @ 2.49
25 lb. pkg. @ 4.93

TURFGANIC 8-6-4

THIS is known as the Greenskeeper's "ALLY" and on some golf courses the two are inseparable because it is a NO-FILLER formula and it drills beautifully with 300 lbs. of Fish and Blood. Works wonders for a full year. Built down to a price all can afford.

PREPAID PRICES

25 lbs. @ \$2.79 50 lbs. @ \$5.39

MURIATE of POTASH

MURIATE OF POTASH is a Potash salt containing 60% actual and soluble Potash and we all know that Potash in available form is the thing that prevents disease and builds a sturdy root system and plant. Wherever Potash is omitted in a fertilizer formula or none is available in the ground, you can certainly expect to find poor growing results. "You gotta have Potash."

PREPAID PRICES

5 lbs. @ \$.98 10 lbs. @ \$1.79 25 lbs. @ \$3.98

IRON SULPHATE or SUGAR of COPPERAS

MOST of us know this chemical, that when fed as a plant food imparts that blue-purple color you get in Flower Blooms and especially in Hydrangeas. It's kind of a "tired blood" application. Apply a level tablespoonful to a small 2' x 2' Hydrangea about 10" from stalk and soak with water. Repeat every week until results are obvious.

PREPAID PRICES

1 lb. @ \$.89 5 lbs. @ \$1.98

BONE MEAL



PURE

GENUINE



BONE MEAL represents a durable, natural fertilizer, furnishing a steady source of plant food gradually becoming available by decomposition over a period of 2 to 3 years. When making a new lawn, use plenty of Bone Meal (5 lbs. to 100 sq. ft.)

The most concentrated food eaten by an animal goes into bone structure, so consequently Ground Bone should be and is infinitely better than the waste manure of the animal and is the last word in safety and lasting effect.

Safe to feed any kind of plant with good results everytime. Wonderful for Bulbs.

IT'S PURE, BONE.

Put a glassful of Bone around a shrub one (1) foot high (above ground) and 10" wide, work and water in. You'll see results for 3 years.

There is a big difference in analysis and prices of Bone so don't be guided by price alone. Our Bone runs about 3½% Ammonia and 50% of Bone Phosphate of Lime and Large Nurseries and Greenhouses use 10 and 15 ton loads and have for years.

PREPAID PRICES

5 lbs. @ \$.98 25 lbs. @ \$3.89
10 lbs. @ 1.69 50 lbs. @ 6.39
100 lbs. @ \$9.39

8
.
6
.
4



ANTI-BEETLE GRUB FORMULA No. 3



There's a tendency on the part of many of the "Old Guard Gardeners," and nearly all of the younger generation to overlook the importance of treating soil, and especially TURF, to kill or control the Japanese Asiatic Beetle and other grub stage pests that can ruin the best and most promising lawn and all on the supposition that this "epidemic" has passed forever. For less than \$9.00 worth of Anti-Beetle Formula #3 you can treat 2000 sq. ft. of lawn and ONE treatment will last 4-5 years. Laying down a new lawn would cost many times this amount. Don't let it happen to you when you have the advantage of this product for insurance. Apply late March or early April, or in September when building a NEW lawn.

Our formula has more DDT, color producing superphosphate and other "KILLERS," and it takes 25 lbs., applied by hand or spreader to 1000 sq. ft. of lawn or garden area. Just treat, for a test, one area of 1000 sq. ft. of lawn and DON'T treat surrounding areas or use any other product for a check plot. Measure the period of control and see for yourself the degree of control.

Remember: Our product is non-poisonous to children, birds and pets.

PREPAID PRICES

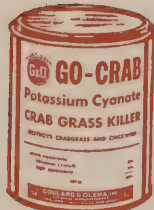
Kindly Remit with Order — No C. O. D.'s Please

10 lb. pkg. (small 20' x 20' lawn)	@	\$1.98
25 lb. pkg. (for 1000 sq. ft.)	@	4.39
50 lb. pkg. (for 2000 sq. ft.)	@	8.29



GO-CRAB

86% POTASSIUM CYANATE BASE WILL NOT HURT YOUR LAWN



Crab Grass (*Digitaria Sanguinalis*) is the meanest of all lawn weeds. An annual grass that creeps and roots at every joint so that it finally "mats out" any good lawn where it isn't controlled. It keeps right on propagating by its own reseeding so that one single plant produces thousands of seeds in one season.

GO-CRAB is a formulation of Potassium Cyanate, which today is still the accepted control of Crab Grass. Rather easy to apply in a liquid because it is entirely soluble in water and is, for general purposes, at this time considered as being non-poisonous to humans and animals, non-volatile and, therefore, cannot affect adjacent plant life which is untreated.

GO-CRAB is selectively and exclusively considered as a Crab Grass killer. It will not sterilize the soil and even has some beneficial value in soil by reacting with it and causing a release of some of the fertilizing elements.

A temporary set-back of these other lawn grasses by slight discoloration is naturally noticeable for a few days, but within 10-14 days the good grass recovers a normal appearance, including the clover, and the Crab Grass is wiped out. Feeding and reseeding lawns is certainly recommended after the destruction of Crab Grass so that the bare spots fill in and reproduce.

Please Order Early

Directions on Package

PREPAID PRICES

4 oz. (treats 700-1400 sq. ft.)	@	\$.98
16 oz. (treats 2800-5600 sq. ft.)	@	2.98
2 lbs. (treats 5600-11,200 sq. ft.)	@	4.98

ALUMINUM SULPHATE FOR ACID SOILS

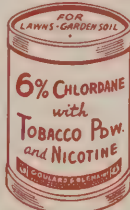
ALUMINUM SULPHATE may be used to make alkaline and neutral soils ACID, thus favoring the development of satisfactory soil for blueberries, cranberries, azaleas, camellias, and a lot of specialty plants that thrive on "bog" or acid type of soil. A pound of ALUMINUM SULPHATE applied to a square yard of neutral or alkaline soil and washed into the ground is a fair dosage although we even recommend more. A good dose is 5 lbs. per 100 square feet. On an average medium light silt loam, it takes about 5 lbs. to 100 square feet to bring the reaction down from pH 8 to pH 7 and it takes about two weeks for this reaction. Nine lbs. would be needed to bring it down to pH 6 and about 14 lbs. down to less than 5.5.

As a Japanese Beetle repellent spray, take about 1 oz. of ALUMINUM SULPHATE and 8 oz. of regular Hydrated Lime and mix the two in a gallon of water. If you would rather use this as dust, then just mix the first two together and in the morning when the dew is on the plants, make the dusting. The Beetles do not like the white coated foliage or the taste of the ALUMINUM SULPHATE, which technically is alum.

PREPAID PRICES

1 lb.@ \$.49	10 lbs.@ \$2.69
5 lbs.@ 1.39	25 lbs.@ 5.29

6% CHLORDANE GRUB PROOFER



TOBACCO-NICOTINE

Once Tried Always Used

WORKS
IN 3
WAYS

- (1) By contact
- (2) When eaten
- (3) By inhaling its vapors

MOST any and every kind of an Insect or Grub that infests the soil like ASIATIC BEETLES, JAPANESE BEETLES, CHINCH BUGS, NEMATODES, WIRE WORMS, ROOT MAGGOTS, GRASSHOPPERS, CHIGGERS, SOD WEBWORMS, ANTS, SOWBUGS, SNAILS, CUTWORMS, MILLIPEDES, LEAF CUTTING ANTS, SLUGS, AND CRICKETS. How can anyone fail to have at least ONE 5-lb. bag handy?

Suggest a "double look" before you pass this by. The TIME to use it is in March and April and also in early fall because the eggs are laid then and the SLUGS, WORMS, etc., WORK DOWNWARD, curl up and sleep until SPRING, when they COME UP, and before emergence they "murder" a good LAWN and ROSE BEDS, UNLESS this non-poisonous CHLORDANE TOBACCO & NICOTINE is there MIXED WITH THE TURF SOIL. GETS 'EM GOING DOWN and GETS 'EM COMING UP and the authorities RECOMMEND CHLORDANE AS A 3-5 year REMEDY AND WITH NICOTINE ADDED these PESTS ARE DESTROYED BY EATING, CONTACT and INHALATION.

We suggest an application as early as February 20th of 5 lbs. per 1,000 sq. ft. of LAWN or ROSE SOIL and washed in with HOSE water. Know HOW MANY POUNDS you are using and NOT THE SIZE of a package. A good big "Lot for the money" package may only weigh HALF the pounds you should apply — In the trade we call them TRICK PACKAGES. Don't be fooled.

When you see a CLEAN, SWELL LOOKING, NON-BLOTCHY LAWN NEXT SPRING you'll have occasion to say, "I give G&O a lot of that credit."

PREPAID PRICES

5 lbs. @ \$1.19	10 lbs. @ \$2.79
	25 lbs. @ \$5.69

SEPTO

SEPTIC TANKS

ABOUT every ten (10) days use two (2) heaping tablespoonsful of SEPTO (like coarse granulated sugar-green) in each flush bowl. Let it dissolve and then flush the toilet. This mild periodic preventive treatment eliminates the chances of accumulated stoppages with a consequent heavy treatment of SEPTO to possibly injure required bacteria.

CHEMICAL TOILETS

Dissolve a fourth ($\frac{1}{4}$ th) of a 10 lb. container (or $2\frac{1}{2}$ lbs.) of SEPTO in one gallon of water (using an old pail for this). Stir until SEPTO is all dissolved. Then pour this solution into tank of toilet and add a gallon of clean water. When tank is $\frac{3}{4}$ th full, empty or flush it and clean out with fresh water.

We have found that the most economical size for making, packing and selling SEPTO is in the 10 lb. metal container, since it is used almost weekly and often daily so why order small pound cans at double the cost and high shipping charges. In fact our long distance customers always buy a case of 4-10 lb. pkgs. to be ready for any emergency. Be sanitary, keep a stock of SEPTO on hand and especially around camps. SEPTO is probably 25-50% less in cost than many other products used for the same purpose and is much more concentrated and powerful in dessication effects. Free of Chloride of Lime. Full directions on the package.

KILLING TREE STUMPS — See "STICKER LABEL" on package. Treat from stump top and around roots.

PREPAID PRICES

5 lb. can@ \$2.29 each 10 lb. can@ \$3.29 each 4 - 10 lb. cans (a case)@ \$12.89 per case

REPELLENTS

TERMITINE—TERMITES

TERMITINE is a gaseous liquid of Orthodichlorobenzene, 98% Cresylic Acid (not Creosote), 5% DDT. Pure Distilled Pine Oil, Carbontetrachloride, and Pentachlorophenol that is used for spraying beam terminals connecting with sills, all wood imbedded in earth, and cracked cement and also for pouring in 8" deep trenches around the house, adjacent to foundation (about a quart to 20-25 running feet). When trench is refilled the developed gas goes nest deep, thus forming a barrier difficult for termites to pass.

Furthermore — TERMITINE is priced just about 35% lower to give all Termite victims a "break." What's more, we give you analysis on package (that's so important, especially in any kind of a chemical used for Termite control).

PREPAID PRICES

Gallon Can (for spot treatment)@ \$ 5.98
4 - 1 Gal. Cans (for bungalow size)@ 18.49
5 Gallon Drum@ 22.98

CHLORDANE 5% KILLS ANTS

ASURE killer of not only Ants, but Chinchbugs, Sowbugs, Chiggers, Jap Beetles, Webworms, Grasshoppers, Thrips, Southern Corn Root Worms, and Cutworms. See directions on our sister top cans. Non-poisonous. **HOW IT KILLS ANTS!!**

Convenient $\frac{1}{2}$ lb. cans. Buy 3 cans and save real money. It keeps indefinitely.

We ship THOUSANDS OF PACKAGES OF 5% CHLORDANE TO OUR SOUTHERN TRADE AND ESPECIALLY INTO ALABAMA, LOUISIANA, ETC. Everyone likes our size package, 3" wide x $5\frac{1}{4}$ " high. Saves buying a duster. **BE READY WHEN THE ANTS start coming.** Have a package or two on your shelf. Almost a panacea for Flower and Vegetable Gardens plus Roaches, Silverfish, Dog Ticks and Carpet Beetles inside the house.

PREPAID PRICES

$\frac{1}{2}$ lb. Canister@ \$.69
Special for 3 Canisters (a bargain)@ 1.89



RABBIT REPELLENT WITH SAFETY TO ALL, INCLUDING THE RABBITS

THE practice of buying 2 to 16 ounces of so-called concentrates to treat even a little "IT'SY BITSY" garden is impractical and mighty expensive. To do a good job with such, you would spend more than the whole garden cost. Rabbits have become such a pest that whole vegetable-flower gardens have been entirely eaten up by them within a few days. Consequently the demand for a liberal sized, effective economical remedy is demanded in every garden growing area.

Contents of illustrated 5 lb. bag will treat 100 to 150 individual plants with a dose that counts for something or about 200 to 250 running feet of plant row (one side).

PREPAID PRICES

1 lb.@ \$.79 5 lbs.@ \$1.89



ANTI-DOG SPRAY

OVER TWICE the quantity for almost HALF the price of competition.

This fact, plus its quality, makes it probably the country's leading seller in dog repellents.

Why pay about 80c for 3 ounces of some material when you can buy 8 ounces for 69c?

Doesn't seem to make sense, does it?

PROTECT Your Lovely and Expensive Evergreens, Shrubs, Boxwood, Plants, Etc.

Keeps dogs, cats, deer, rabbits, etc., away from evergreens and ornamental trees. Non-inflammable and contains no free oil, 2 of the most desirable features of any Anti-Dog Spray. Also non-poisonous to pets or children. A valuable repellent without any objectionable features.

Also extremely effective when sprayed around ash cans or garbage pails and on vegetable barrels on display at store fronts and on corners of buildings, even on tops of running fences where cats like to walk.

PREPAID PRICES

Half Pint@ \$.79 One Quart@ \$1.49
One Pint@ .98 One Gallon@ 4.29



DRIED BLOOD

AS A REPELLENT — See Page 13

P.D.B. TO KILL BORERS

BORERS go through four stages of growth, viz., the Egg, the Larvae (which is the Borer itself), the Pupa and the Adult or Moth, and there is only one generation a year.

Paradichlorobenzene (P.D.B.) is the recommended treatment. This is a white crystalline substance having an ether-like odor and vaporizing quickly in Summer temperatures. It produces fumes heavier than air which rapidly permeate the soil and the Borer tunnels in the tree.

HOW TO LOCATE BORERS IN THE TREES

While the mature Borer is about an inch long, yellowish white and with a dark reddish head with brownish hair arising from the tubicles. Hardly ever seen because they are inside of tree but can be located by the frass or gum found exuding from the trunk and branches.

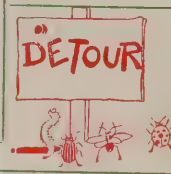
Level and clean soil around tree. Make trench an inch deep and 2 inches from the trunk of the tree. Fill this with P.D.B. around at the rate of 1 oz. for an average sized tree, $1\frac{1}{2}$ ozs. for large tree, $\frac{3}{4}$ of an ounce for tree four to five years old and about $\frac{1}{2}$ ounce for a tree up to three years old. As soon as this is done make a mound of earth in the shape of a cone with the peak of the cone around the trunk of the tree and wet earth a little on the top. Stamp earth down with back of spade.

While talking about Peach Trees the same recommendation would apply to other trees. Sometimes Borers do damage to Lilac bushes. This same treatment is about the best control possible.

PREPAID PRICES 1 lb. pkg.@ \$.98

Enough for Many Trees and Shrubs





PLANT SPRAY

PYRETHRUM — CRESYLIC

NON-STAINING

NON-BURNING

NON-POISONOUS

CAN'T CLOG

SAFE & SURE

KILLS

APHID

THRIP

CATERpillars

WORMS

CHAFERS

ROSE BUGS

MEALY BUGS

CABBAGE WORMS

TOMATO WORMS

CORN BORER

WHITE FLY

BOXWOOD LEAF

MINER

JAPANESE & ASIATIC BEETLE

MEXICAN BEAN BEETLE

ALSO SCALE IN

CREEPING STAGE, ETC.



ROSES

DAHLIAS

AZALEAS

SHRUBS

CAMELLIAS

RHODODENDRONS

HOLLY

BOXWOOD

FLOWERS

VEGETABLES, ETC.

Our faith in this product has PAID-OFF, because — well — it “gets ‘em” and it’s **SAFE** around TOTS and PETS. WHAT A PRODUCT to put everyone at ease when your back is turned after a spraying job. You just can’t be too careful and for ten years the price has been **RIGHT** and it’s more right than ever this year.

Buy a quart of **PLANT SPRAY** and then take one (1) cupful of it and put it in a clean ten (10) quart pail with forty (40) cupfuls of water. Now turn to Page 19 and see the sixth listed item, or 40% Nicotine Sulphate. Add one (1) tablespoonful of this to the above **PLANT SPRAY** AND WATER.

For Flowers, Shrubs, etc., we refer you to Page 4 where you will find **ROSE DUST** or **SPRAY** listed. Buy as little as one (1) pound and add to above mixture, one (1) heaping tablespoonful of this **ROSE DUST** or **SPRAY**. No gardener should complain about the work or expense involved up to this point. The total expense for all three is only 10c of diluted spray for a dozen bushes.

What about Vegetables?

The same as for **ROSES** AND **FLOWERS** except instead of using the **ROSE DUST** or **SPRAY**, use **TOMATO DUST** or **SPRAY** shown on Page 8 and use as much. Save about 15% in cost over the first mixture. It doesn’t take ten minutes to do the mixing and any remainder of the mixture that is not used can be stored in an old cleaned out gallon glass bottle for the next time. Always shake well before using.

You can’t buy a **SINGLE** product to do half so much as our recipe and for twice the cost we have stated.

In 90% of control work, **SPRAYING** is **BETTER** (double in our opinion) than **DUSTING** which is a “lazy man’s job” at best and rather wasteful in windy weather.

How much does it make?

A quart of this concentrated **PLANT SPRAY** that makes 40 quarts of finished or diluted (with water) Spray figures less than 4c for a quart of the finished spray, ready to use and this is a final, delivered cost. Also this quart of finished spray covers a garden area of over 5,000 square feet for one application or nearly 1400 square feet for four applications which is usually enough per season. For a utility spray **THAT CLEANS UP JUST ABOUT ALL BUG AND SCALE TROUBLE**, without burning the plant or leaving poison around to do some possible harm . . . **YOU’LL HAVE A HARD JOB TO BEAT . . . PLANT SPRAY.**

ACTIVE INGREDIENTS—

Active Pyrethrum Extract (Pyrethrins)0625%
Nicotine Sulphate (Expressed as Alkaloid 1.20%)	1.60%
Cresylic Acid	1.90%
Vegetable Oil Soap	11.20%
Lemongrass Oil	1.00%

INERT INGREDIENTS

	84.2375%
Total	100.00%

PREPAID PRICES

ONE-HALF (½) Pt. Makes about 2 gallons of finished SPRAY , sufficient to cover garden area of about 25’ by 50’ for one application	\$.69
ONE (1) Pt. Double above98
ONE (1) Qt.—Special ‘CUT’ Price. 4 times as much as half pint	1.49
*ONE (1) Gal.—Special ‘CUT’ Price, 16 times as much as half pint	4.58
TWO One Gals. For larger gardens	8.48

(* Economy Size for Everything and for all year)

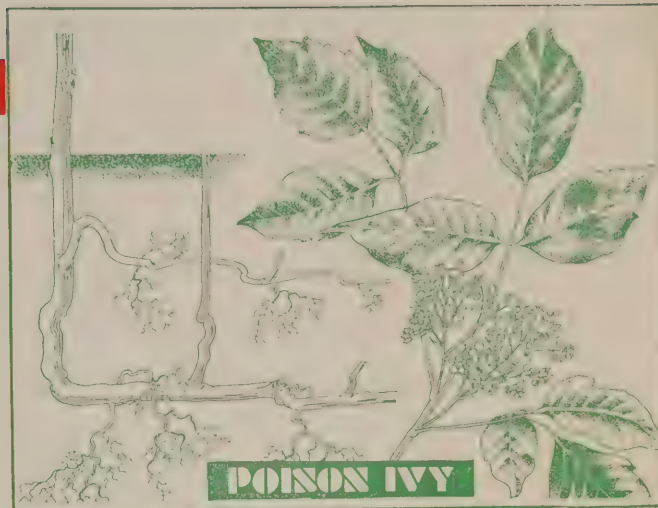
WEED & POISON IVY KILLER

EFFECTIVE

NON-INFLAMMABLE

NON-CORROSIVE

NON-STAINING



When it comes to getting your **MONEY'S WORTH**, giving greater satisfaction, for 35 years, etc., we don't know how to say anything more about this product than what we have said. We have tired everyone including ourselves telling about the performance of **G&O WEED AND POISON IVY KILLER** but what a satisfaction to know that **NOT ONCE** have our claims been disputed or refuted after **ONE** trial and **YOU** will be able to say the same thing after an 89c purchase as well as if you had bought a carload.

No need for the most inexperienced user to do the wrong thing or get into trouble with this simple — **SAFE** — time tested product.

Don't use on Lawns or Garden Beds — Read Directions

G&O TRIPLE STRENGTH WEED AND POISON IVY KILLER should be used in places of weedy infestation and no other place. Someone jokingly said "Your **WEED AND POISON IVY KILLER** is so strong it even removed one of my fence posts." We feel that when 9 out of 10 Home Gardeners buy any **Weed Killer**, they have in mind killing a rank growth of **POISON IVY**, **RAGWEED**, driveway and sidewalk weeds, etc., around and in back of the property line or in those uncultivated spots where such growth gets a start. The places where the "kids of the neighborhood" gather and in three days wind up with an **IVY** or **SUMAC** rash. They want a "do it up quick" product at the lowest cost per diluted gallon (and that means less than 10c for a coverage of 40 square feet). A purchase of a so-called **SELECTIVE** \$4.00 to \$5.00 per quart product might be a total loss of effort and money.

Clean up a 10' x 80' Driveway, Gutters, Tennis Court or area of **Poison Ivy**, **Sumac**, **Ground Oak**, etc., with one (1) Gallon of this "**KILLER**." Please place your order very early. The real time to hit **Poison Ivy** is in April-May.

How much does it make?

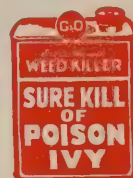
Dilute one part of **G&O Weed Killer** in 40 parts of water, using an ordinary sprinkling can for the application. It won't sterilize soil, and how it kills all undesirable vegetation! It works at any time during the season, following the roots right down. No root, no weed. Treat **POISON IVY** before it leafs out and forms a mat; and don't forget **Poison Ivy** is the "Sandow of Weeds." So cut dilution in half. A quick, simple method for a treatment of **POISON IVY** is to put one pint of **G&O MAGIC SPEED WEED KILLER** in a sprinkling can and then add 10 quarts of water. Stir up and saturate 100 square feet of infested earth area after raking out the dead leaves so that solution penetrates the damp earth. Do this early — the sooner the better! Just think, a gallon of diluted **Weed Killer** only costs about 7c to treat 20 sq. ft. (gallon basis).

PUBLIC SERVICE. OIL COMPANIES AND RAILWAY RIGHTS OF WAY. UNIVERSITIES. ETC., SPECIFY G&O. MOVES IN CARLOADS TO THOSE WHO INSIST ON FINAL RESULTS WITH ONE Dose. DOWN from the TOP and UP from the BOTTOM, THE WEED HASN'T GOT A CHANCE.

YOU KNOW an application of **G&O Triple Action WEED AND POISON IVY KILLER** will "**KILL 'EM ALL**" or your **PURCHASE PRICE IS REFUNDED.**

PREPAID PRICES

Pint Size (for 100 sq. ft.) Mail	@	\$.89
Quart Size (for 200 sq. ft.) Mail	@	1.29
Gallon Size (for 800 sq. ft.) Mail	@	2.89
5-Gallon Size (for 4,000 sq. ft.) Via Freight	@	12.79
30-Gallon Size (for 24,000 sq. ft. — 400 lbs.) Via Freight Prepaid	@	53.98



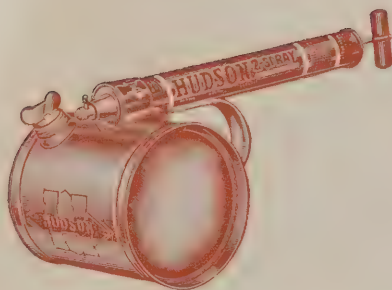
KILLS

PLANTAIN
THISTLE
JOHNSON GRASS
QUACK and CRABGRASS
MORNING GLORY
BURDOCK
DEVIL BUSH
SUMAC
DANDELIONS
MUSTARD
CHICK WEED
RAGWEED
BRIARS
NUT and WIRE GRASS
ETC., ETC.

NAME

**A
 WEED
 THAT
 IT
 CAN'T
 KILL
 IN
 ONE-HALF
 THE
 TIME
 AND**

ONE-THIRD EXPENSE



SPRAYERS



We don't make Sprayers or Dusters. We do make all these other items in the F. S. B. that are used in them, so naturally we want you to have the best and least expensive tool available for the job that you're doing. We've done all the preliminary testing for you and we will replace anything you don't like for any reason. What more can we say or do?

Isn't it convenient and nice to get your material and your applicator in one delivery? Not three or four trips downtown and then, maybe an argument with the source.

NO PREMIUMS LISTED ON PAGE 28 ALLOWED ON SPRAYERS

No. 436 - CARDINAL

LAST year we featured our 27 oz. capacity low priced Nebulizer Sprayer but we found it too fragile for rugged use. For your betterment we have replaced this with our galvanized heavy duty CARDINAL for both Garden and Farm use with 384 oz. capacity or 3 qts.

You'll say "What an Improvement."

PREPAID PRICE (individually packed)\$3.49

OUR LEADER →

OUR customers with over a half acre and up to 3 or 4 acres depending on how heavily planted, want a heavy duty rugged sprayer.

We call it the 220-B BUGWISER — 3 gallon SAFT-LOK MULTI-SPRAY NOZZLE, 10" Brass Air-pack pumps with a 45" overall discharge.

Now listen carefully. It affords a combination of easy filling, simple closure and safe and easy opening unsurpassed in a sprayer of its capacity. A full 12" brass pump, full seam-welded galvanized tank. Full size discharge equipment with



No. 433 - MERCURY

AND now we can step-up our FIRST OPERATION COST by recommending the MERCURY #433 with a FULL quart capacity. A CONTINUOUS 2-SPRAY all direction nozzle. Heavy tin plate lithographed in 3 colors. Lock seamed and sweat-soldered. 4¼" dia., 4½" wide and 1¼" filler cup. All brass, removable nozzle and spray tube. Shipping weight about 1¼ lbs.

PREPAID PRICE (You'll Like This Model)\$2.19

← NO. 220-B - BUGWISER

adjustable nozzle. Applies INSECTICIDES, FUNGICIDES, WEED KILLERS, TERMITE LIQUIDS, FERTILIZER SOLUBLES, WOOD PRESERVATIVES, UNDERCOATERS, WHITE WASH, CATTLE SPRAYS, WALL PAPER REMOVAL, and about everything else in liquid form you can think of.

We're serious this time so BRACE yourself and listen to OUR price which is so LOW that we can't sell a dozen for ANY LESS. One to carton.

PREPAID PRICE — \$9.89



No. 119A HYDRA-GUN

A
"PIP"

HERE'S the ONE we like. It's called HYDRA-GUN #119-A SPRAYER and it develops with an easy arm stroke 150 lbs. pressure in single action. Seamless brass tubing. Easily disassembled by removing threaded brass end cap. Flexible plastic supply tube. Base is welded to brass container cap. Wait till you see the

wide beautiful misty spray this gives and it only weighs about 3½ lbs. packed. Glass jar is interchangeable with standard fruit jar.

PREPAID PRICE (individually packed)ea. \$5.49

No. 9A COMPRESSION FAVORITE

THE "LADIES" (COMPRESSION FAVORITE) #9-A (and also a "honey" for men). It has a capacity of 2 gallons, but only a gallon and a half (1½) is generally used, which in most cases means about 15 lbs. in weight for the spraying material itself.

Look at the picture with its 5 ft. of plastic hose. You just set this 7½" x 11" filled tank on the ground (like one of these portable Vacuum cleaners in the house) and with the hose and attached brass extension arm, you can cover a 50 ft. circle. What could be better for small trees and ornamentals? What compression from a 10" brass pump! All complete in ONE carton. Lasts for years.

PREPAID PRICE (individually packed)\$10.49



223C

No. 766C →

FINALLY we come to a DUSTER, because dusting is quick and a lot of gardeners haven't the time to do a real spray job.

We took all this equipment out in the field and tested it on roses, vegetables, etc., and in this case we selected THE ADMIRAL #766-C. It is supposed to be the world's best known hand duster with a 21" long extension



DUSTER

← THE ADMIRAL

ALL-ANGLE SWIVEL nozzle to reach the "hard" places. 2¾" filler cap for quick filling. Self lubricated, extra-large plunger, discharges through mesh screen and fans out into a cloud about a pound of dust. Capacity 2¾" x 6¾". A seamless tube 21" long and all direction swivel nozzle as drawing shows.

a POWERFUL air blast into powder chamber. Dust and air mixture passes through mesh screen and fans out into a cloud about a pound of dust. Capacity 2¾" x 6¾". A seamless tube 21" long and all direction swivel nozzle as drawing shows.

PREPAID PRICE — \$2.79

WETTABLE SULPHUR

A FINE grind of Sulphur mixed with a wetting agent to insure the best spraying results when mixed with water. Can be used in combination with Arsenate of Lead, Bordeaux Extracts, Rotenone, Pyrethrum, Plant Spray (Page 16).

WETTABLE SULPHUR is used at the rate of one level tablespoonful to a quart of water for control of Scab, Brown Rot, and Curculio. Especially good for killing Red Spider on Evergreens, Powdery Mildew on Chrysanthemums, Rust on Roses, Peas, Beans and Shrubs.

Add 2 tablespoonfuls of Wettable Sulphur to a gallon of diluted **PLANT SPRAY** (Page 16). Stir up, fill sprayer. Bugs and Fungi are destroyed in **ONE DOSE**. So easy and so inexpensive.

PREPAID PRICES
1 Pound@ \$.59 5 Pounds@ \$1.39

LIME SULPHUR SOLUTION

ALWAYS AN OLD-TIME FAVORITE

DILUTE one part to 7 parts of water as a dormant January-March application, and 1 part to 49 parts for the Summer Spray. Wonderful for control of certain Insects, Leaf Blister Mite, San Jose Scale and Peach Leaf Curl. Follow directions on package. Also for Apple Scab, Sooty Blotch and Fly Specks.

PREPAID PRICES
Quart@ \$1.19 Gal. Can@ \$2.98 5 Gal. Drum@ \$10.98

DORMANT MISCIBLE OIL SPRAY

FOR Dormant and delayed spraying to control San Jose Scale, European Red Mite, Cottony Peach Scale, Green Apple or Grain Aphis, Red Bug, Rosy Apple Aphis, etc. Oystershell and Terrapin Scale, Pear Psylla, Leaf Roller, Elm Scale, Spruce Gall, Euonymus Scale, Scurfy Scale, Cottony Maple Scale, Tent Caterpillar, Tulip Scale, Juniper Scale, etc. Dilutes about 1 to 25 parts of water.

Cleans up Peach Leaf Curl, Pear Thrips, Bud Moth and Case Borer. G&O Dormant Miscible Oil Spray makes vigorous trees, nursery stock and ornamentals. Simple to use. Practically odorless. Mixes with hard or soft water. Leaves no stain on foliage. Non-poisonous. Free flowing of most desirable viscosity. None better at any price.

PREPAID PRICES
One Pint @ \$.39 One Quart @ \$1.19 One Gallon @ \$2.98 5 Gal. Drum @ \$10.98

GO-NEX — 25% DDT

DDT is today's SURE, QUICK, 100% acknowledged "Jap" Beetle Killer. Our GO-NEX/25% DDT LIQUID EMULSION CONCENTRATE requires as little as one teaspoonful of this milky white solution to a quart of water in a sprayer and "Bingo"—immediate paralysis, no more chewing and then death. Read label directions.

Remember — GO-NEX/25% DDT is just as good for killing Potato and Flea Beetles. Wonderful vs. Rose Bugs, Cabbage Insects and as tick bath for dogs, etc. Contains no oil to cause burning. Makes a milk-like mixture.

PREPAID PRICES
Quart Size (ample for medium yard) @ \$1.49 Gallon Size (ample for large yard) @ \$4.59

DUSTING SULPHUR

A SUPERFINE dusting sulphur of practically micron sized particles. This costly type of grinding gets the sulphur right into the plant pores for the control of Mildew, Black Spot and other fungus growth encountered in the cultivation of Flowers, Garden Crops, Shrubs and Evergreens. Rose growers get prize results by using Sulphur in dust form which is easy to apply. Often used at the broadcast rate of one pound to 400 sq. ft. of soil area to correct an excess of alkalinity in the soil. An excess of alkaline can be as bad, in soil, as an excess of acid.

PREPAID PRICES
1 Pound@ \$.59 ea. 5 Pounds@ \$1.39 ea.

10% DDT DUST

INSIDE and outside use. Controls lice, cockroaches, fleas, ants and crawling insects. On the outside it is used to control Japanese and Flea Beetles, Grape and Berry Moth, European Corn Borer, Thrip on Glads and certain other chewing insects. Storing "Glads" with a coating of Dust of this 10% DDT Powder is advisable, because Thrip does "powerful" damage.

PREPAID PRICES
1 lb. Canister@ \$.79 4 lb. Pkg.@ \$1.49 6 - 4 lb. Pkgs.@ \$6.98

40% NICOTINE SULPHATE

THE standard effective contact spray for sucking insects and even some types of chewing insects. Controls Codling Moth in combination with G&O Miscible Oil Spray at the rate of 1/1500 of the former to 1% of the latter.

Excellent for painting chicken roosts and delousing poultry flocks.
Also a good dosage for Red Spider and Crawling young scale.
Dilution: 1¼ teaspoonfuls to a gallon of water.

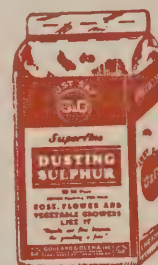
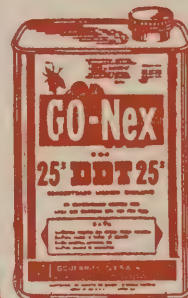
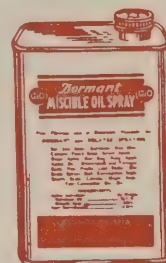
PREPAID PRICES

One Ounce Bottle (Small Garden)@ \$.49 Five Ounce Bottle (Big Garden)@ \$1.29

PINE OIL DISINFECTANT & DEODORANT

MANY of our gardening customers have a need for a powerful, active, clean and pleasant smelling PINE OIL DISINFECTANT and DEODORANT in their camps, summer homes, basements, kennels, etc. Here is a 5% Phenol coefficient product. 5 times stronger bacteriologically than pure carbohc acid vs. B. Typhosus organisms. Cleans the floors, flush bowls, urinals, etc. Can almost forget the cost because ONE part is mixed with 60 parts water. Think of it, 2 ounces to a gallon of water for about 6c to do a 5-room house. 100% safe and non-poisonous. Gallon size price cut over 20%. A real BARGAIN.

PREPAID PRICES
Pint — \$.98 Quart — \$1.69 Gallon — \$5.89





LAWN SEED



MMUCH of this text is "Old Stuff" to many of us as it would necessarily have to be on a product like lawn seed, BUT the PRICES have been KNOCKED DOWN SO LOW that we know you will cover early for your seed demand, because such prices as these are really depression prices and were not anticipated in the trade this year.

Our SEED CREED still is: "We will throw the whole seed line out of our business UNLESS WE CAN BUY AND SELL THE BEST SEED THAT MONEY CAN BUY."

The whole G&O line has too much at stake to risk its popularity or its 47 year management to market questionable lawn seed formulas for a saving of 5c to 35c a pound that might reflect a \$3.00 to \$4.00 saving to a patron for the whole lawn and then wind up with a FAIR or AVERAGE or POOR LAWN. Such a saving for such a result is just ridiculous and in fact WE DON'T WANT THAT KIND OF BUSINESS.

Consequently we alone, OPENLY PRINT OUR ANALYSIS. You then can take such analysis with you when shopping neighborhood stores, make comparisons and purchase accordingly.

Depend on one thing and don't be out-talked on it, the HIGHER the Kentucky Blue Grass content (with proper regard for the percentages of other lawn seed Grasses in the formula) THE BETTER, by far, will be the formula itself. Naturally a little more costly per pound but in reality far LESS COSTLY per pound (considering labor, fertilizer, etc., investment) with a 10 to 1 assurance of getting a stand of grass that cannot be had with a seed that is low in formula and price.

This is true of anything. Particularly is it true in buying LAWN or GRASS SEED. Forget all the pretty advertising you read and see on television, handsome cartons, etc., and stick to one cardinal FACT (1) THE FORMULA (2) THE PRICES OF THE DIFFERENT KINDS OF SEEDS (3) THE GERMINATION AND PURITY GUARANTEES OF THOSE SEEDS (4) THE SELLER'S REPUTATION.

Surely, there is nothing difficult about doing this and if you truly want to hear remarks like this, "Isn't that a swell looking lawn," you must regard this advice and remember you got it from this F.S.B. with its open formulas.

Skillman → SUN

Kentucky Blue Grass	49.00%	Germination	80%
Chewings Fescue	29.40%	"	90%
Highland Bent Grass	9.80%	"	90%
Perennial Rye Grass	4.90%	"	90%
White Clover	4.90%	" 70% H. S.	20%
Total Germination and Hard Seed			
Inert 1.40%	Crop 0.35%	Weeds 0.25%	90%

Skillman → SHADE

Kentucky Blue Grass	29.40%	Germination	80%
Poa Trivallis	32.50%	"	90%
Creeping Red Fescue	19.60%	"	90%
Highland Bent Grass	9.80%	"	90%
Chewing Fescue	14.70%	"	90%
Inert 3.55%	Crop 0.34%	Weeds 0.11%	
(Avg. well over 2,123,917 seeds per lb. for both grades)			

We use 98% Pure Blue Grass and not the Standard 85% Blue Grass.

SUGGESTION

½ lb. seed to 100 sq. ft. of lawn area.

PREPAID PRICES

(Both Formulas, just specify Sun or Shade)

1 lb.	\$1.19	10 lbs.	\$ 9.59
5 lbs.	\$5.39	25 lbs.	\$22.89
50 lbs.	\$42.89		

AMERICA'S BEST SEED FORMULAS FOR FAR LESS COST THAN COMPETITION!

Making a NEW Lawn Fall or Spring

Spade up or disc the earth and while the ground is rough and fallow, Fall or Spring, apply a 10 quart pailful of cattle manure (Page 9) to 50 sq. ft. (or sections of 5' x 10') and add 3 lbs. of TOBACCO POWDER on the same 50 sq. ft. Now begin raking out sticks and stones and roughly level off. At this point broadcast ½ lb. of Goulard's Formula or Hyganic (Page 10) to every 100 sq. ft. Sprinkle well. Two (2) days later apply ½ of a pound of seed to 100 sq. ft., lightly rake it in and roll down.

Some seeding directions recommend using so little seed that it is obvious a real stand of grass would be impossible, but nevertheless the expense would be little, which is the usual propaganda. A GOOD LAWN COMES HIGH in comparison with other gardening effort. *When new seeding is well established in 30 to 60 days, apply a second top-dressing of fertilizer at the rate of 10 lbs. to 1000 sq. ft. (20' x 50') and sprinkle it and add any seed needed for backward spots remembering the thicker the good grass the less weeds and crabgrass, every time.

At the beginning of each spring, in late March, top dress this new seeding as per *.



A — \$1.89



B — \$0.98

Set of 3 — \$2.59

After a long hard winter how wonderful to see the first robin on your lawn and know that soon your little friends will be wondering if you have prepared for their arrival, and that their houses and feeders are in the best of condition and ready for the little housekeepers to build their nests, safe from those sharp eyes of your favorite cat.

These houses and feeders are so beautifully made, in fact we have never seen anything to equal them. Those of you who were at the Flower Show last year will remember them. Just seeing will convince you that these were the best on the market. Made in northern climate where "woods" are really forests. "I will make you long for a vacation among the pines."

A — Wren House

We just adore this little house and it's so inexpensive! Prepaid Price \$1.89

B — Hummingbird Feeder

Guess almost everyone bought a hummingbird Feeder last year. We could hardly keep up with the demand. Plastic, unbreakable, fill with 1/3 cup of syrup and water. Attractive colored flowers with green leaves.

Prepaid Price \$0.98 Set of 3 \$2.59

C — Hollow Log Blue Bird House

The clever idea of hollowing out a log to construct these houses and feeders was brilliant. And so well made! Copper edges and copper screws. Use from one year to the other and save money.

Prepaid Price \$4.59

Or

D — Attached

Want the kind you nail on a fence post — it's not as expensive either. Prepaid Price \$2.98

E — Dry Food Feeder

You must have one of these — they are beautiful. Glass front and back show the various colored seeds. Sun, wind and squirrel proof. Copper trim and screws. Seeds drop down as required. Little perch to stand on and an overhanging roof for protection.

Prepaid Price \$4.39

F — Wild Bird Seed

Nice clean Seeds. Wheat, Peanut hearts, Millet, Sunflower Seeds, Kafir, and other grains all mixed and ready to eat.

Prepaid Price

5 lbs. \$1.59 15 lbs. \$4.29 25 lbs. \$5.98

G — Window Sill Fountain Feeder

Place one on your window sill and enjoy your birds while you eat your breakfast. Two food dishes with galvanized wire cloth bottoms for water or snow to drain off. A dish of water in the center.

Prepaid Price \$2.59

IT'S SPRING AGAIN!



C — \$4.59 or

D — Attached

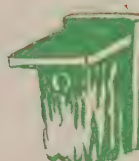
\$2.98



I — \$1.39



J — \$3.19



K — \$2.59



E — \$4.39



L — \$1.89



F —

M — \$0.95



H — Wild Bird Bath

I know sometimes you hate to bother with a bird bath in your yard, but they love it so much, and it's fun watching them enjoy themselves. Early morning they gather around the edge of the terra cotta dish which rests on a black iron frame 17 1/2" high. We have even seen them soak a real hard crust of bread in the water before eating it.

Prepaid Price \$3.49

I — Wren House

Inexpensive, rustic. Slabs of cedarwood for the roof. Prepaid Price \$1.39

J — Hollow Log Suet Feeder

Isn't this an attractive feeder, filled with colored seeds and suet. What a nice gift for special occasions.

Prepaid Price \$3.19

Refills \$1.19 4 Refills \$3.98

K — Hollow Log Wren House

The same as the Blue Bird House, and just as well made, except the hole is smaller, as wrens will not go in through a large hole. Real "fussy"!

Prepaid Price \$2.59

L — Robin Shelf

As you know robins and phoebes like to build their nests in the open. Fasten it under the eaves. Bet they will come the first year! Best of luck.

Prepaid Price \$1.89

M — Bird Book

Well, we just couldn't find a better book for you to learn all about the birds who come to visit you so — here it is again — 160 pages, 256 species maps and 25 quick data charts. Prepaid Price \$0.95

N — Outdoor Rodent Proof Feeder

A green enameled pipe 6' 6" high supports a green rod with extending 8 3/4" arm, to hang your bird house or feeder on.

Prepaid Price \$2.89



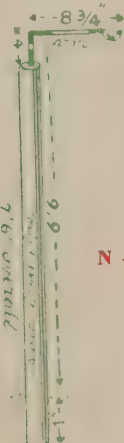
G — \$2.59



H — \$3.49

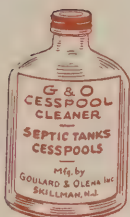


N — \$2.89



Household Helps

CESSPOOL CLEANER



Our product is better because it is heavier than water and consequently sinks and coats side walls, bottoms and surfaces.

- A. Removes solids and WITHOUT destroying bacteria.
- B. Grease, grime and soapy residue from Cesspool walls disappear.
- C. And grease traps are cleaned out.
- D. Lets the water penetrate into the ground to stop Cesspool overflow.
- E. And HOUSEHOLD drains are cleaned out immediately.

- F. With all this, the BAD ODORS must go.
- G. No damage to plant growth around the Cesspool.
- H. And of course you save professional cleaning services which are mighty expensive.
- I. And what is important, WE SELL FOR LESS THAN COMPETITION. NON-CORROSIVE, NON-ACID and NON-CAUSTIC TO METALS and PLUMBING FITTINGS.

Pour it "DOWN THE DRAIN." ONE application begins to work at once.

We have no desire or any reason to exaggerate the claims for this product. It is a solvent compound that dissolves cesspool soapy, clogging and greasy solids.

True, many competitors claim permanent relief from the use of ONE treatment. Consider how the soil conditions surrounding one CESSPOOL may be perfect in drainage, while right across the street those same conditions might be the REVERSE and where a tankload of Solvent would be useless.

Keep after CESSPOOL overflows constantly, just like you regularly treat waste pipes for stoppages with drain pipe chemicals. THAT WOULD SEEM TO US TO CONSTITUTE A SATISFACTORY PRODUCT AND OUR LIMIT OF A GUARANTEE.

We remind you again that this product is heavier than water so it sinks and sticks to walls and bottom where the grease, slime and soapy sediment forms and piles up.

PREPAID PRICES

1 Quart \$3.98

* 4 Quarts \$10.98

* Think of it — you NOW SAVE over 30% in buying the Gallon size. SOME SAVING ON A RESEARCH PRODUCT by a nationally known group of RESEARCH CHEMISTS. Wouldn't you AGREE?

RID-O-SPOT

RID-O-SPOT removes spots, chewing gum, tar, grease, grime, soot, and oil without injuring most heavy or fine fabrics.

We really believe and will GUARANTEE that you will like RID-O-SPOT better than any type of cleaner you have ever used. It takes care of all the heavy and fine fabrics and you will just love it for the way it cleans gloves, automobile upholstery, drapes, carpets, rugs and upholstery. You can easily determine how much safer RID-O-SPOT is to use than many cleaners by dipping the end of a twisted piece of paper into RID-O-SPOT and then trying to ignite the wet end with a lighted match. Buy the gallon "family" size for immersing dresses, curtains, gloves, etc.

PREPAID PRICES

½ Pint ..@ \$.69

Pint@ \$.98

Quart@ \$1.59

Gallon@ \$4.98

GO-NEX 5% DDT

Liquid — For Mosquitoes - Flies - Gnats - Wasps - Moths - Water Bugs

Also for Carpet Beetles, Roaches, Silver Fish, Ants, Spiders, "1000" Leggers, Bed Bugs, Flea infested premises.

SPRAY GO-NEX liberally (but not sufficient to run on walls and ceilings of rooms) so that flies come in direct contact with spray. Wipe surface with a clean dry rag to remove dust before spraying, otherwise spotting may occur. For better results close doors and windows during spraying operation. The residue from one thorough application remains effective for two months. Treat window and door screens liberally, using a brush or mop dipped in the spray once a month or more often if exposed to rain. Flies and mosquitoes alighting on them will be killed. Garbage pails and stagnant water should be sprayed repeatedly.

PREPAID PRICES

Pint@ \$.98

Quart@ \$1.39

Gallon@ \$3.69

- G & O MOTH DEODORANT COMPACTS -

THE same as our perfumed crystals except they are power pressed into discs about 2½" wide and 1" thick, then cellophane wrapped and 12 such compacts packed into a cylinder or tube to eliminate evaporation. Fine to put in bureau drawers, trunks, chests, closets, and on shelf in Bathrooms, Kitchens, etc. Good for sick rooms because the mild, refined aroma is not overpowering like so many of these sort of products. Not mixed with Naphthalene flakes to reduce the price. It's 100% pure volatile material. Put a cake in the bathroom.

PREPAID PRICE

Tube of 12 Compacts (3 lbs.) @ \$3.29

MOTH DEODORANT CRYSTALS

100% Paradichlorobenzene with a dainty mild Rose-Lilac odor. Fine for sprinkling over floors and in closets, not only to kill moths but as a faint deodorant against Tobacco, Dog, Cat, Bathroom and Kitchen smells. Our crystals last a lot longer because they are bigger and nothing like the usual sizes found in stores.

PREPAID PRICES

1½ lb. Package @ \$1.39

5 lbs. @ \$2.98

MOTH DEODORANT NUGGETS

BEFORE closing up the house for vacation DO THIS, and when you return you will be mighty PLEASED THAT YOU DID SO. Put a small handful of Nuggets in clothes and overcoat pockets, then a couple of big handfuls all over the upper shelves and on closet floors. Close doors tight. Then as you walk out and lock up, throw some all over carpets, rugs, chairs and davenport. Suppose you spend \$3.00 for this! Isn't that better than losing a \$100.00 garment by Moth Worms? The author of this F.S.B. wouldn't leave his house for 2 to 3 weeks without doing this and in 20 years hasn't even lost a sweater. What's more no rats, squirrels and household bugs, because the Nugget gas just won't let them stay. This is also true of the CRYSTALS AND COMPACTS. Proof, put about 10 Nuggets on a chair where dogs and cats love to sleep and they won't even go near that chair for weeks and finally not at all. All this with complete safety. No stains, etc.

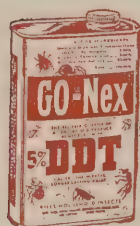
These are unperfumed 100% Paradichlorobenzene about the size of a large raisin or hazel nut which means very slow and effective evaporation. Packed in re-sealable canisters. Put away your furs, suits, sweaters, dresses, etc., with assurance of no moth damage. Once used, always demanded.

PREPAID PRICES

1½ lbs. @ \$1.29

5 lbs. @ \$3.19

For Spring House Cleaning and Extended Absence, Case of 6 — 5 lbs. \$16.98



Garden Helps

WE STRESS THESE PRODUCTS TO MAKE YOUR WORK A
LITTLE EASIER AND BETTER

JUMBO DAHLIA STAKES (WOOD)

FOR—

DAHLIAS, GLADIOLAS, YOUNG TREES AND MANY
OTHER TALL FLOWERS OR PLANTS

DID YOU EVER SEE THE TIME THAT WHILE WORKING IN THE GARDEN, YOU WOULD
GIVE \$2.00 TO GET A REAL STAKE LIKE THIS?

In Big Demand for Many Uses

Made of rugged hardwood with 2 - 1/4" dia. (in error, picture shows 3 holes) holes to regulate
respective heights of tall growing flowers, vegetables, plants and vines. Important feature because
patented paper, wire and other ties can be used in these holes and thus avoid having these ties loosen
up, work down and strip foliage or cut into stems or stalks. A quality stake. Not intended to compete
with a soft wood stick or a lath. Painted green. Each stake weighs about 1 1/4 lbs.

PREPAID PRICES

For Bundle of 6@ \$2.98

For Bundle of 12@ \$5.89

For Bundle of 24@ \$11.69

REALLY IMPORTANT

There are 2 VERY IMPORTANT PAGES to read in this Catalog.

*FIRST: PAGE 31 tells you HOW we ship orders and on WHAT terms, etc. It is all
clear and IF read, NO ERRORS CAN OCCUR.*

*SECOND: The FINAL advice. Read about the premiums on page 28. You really
and honestly get them gratis in exchange for your purchase.*

TOMATO STAKING RODS (METAL)

Our 44" NET high steel green enameled 1/4" dia. ROD is a "pet buy" for Tomato Staking. Two
RODS to a bush. Stick 8" into ground at an angle away from bush. Then, using binder or other twine,
tie bush to RODS through the "eye loops."
You couldn't buy second hand "one time" wood slats without the loops for such a price. Hardly
visible, but they support like a fence post. If you want real prize "Toemats" keep 'em off the ground
for air circulation.

PREPAID PRICES

1/2 dozen@ \$ 1.59
1 dozen@ 2.89

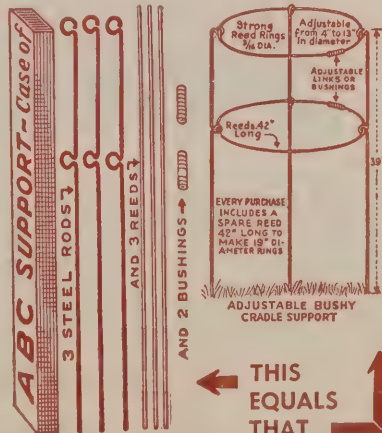
3 dozen@ \$ 7.89
6 dozen@ 14.98



A—Three 39" long, 7 gauge diameter, sturdy steel legs with two
looped "eyes."
B—Three 42" long and round Rattan Reeds of about 3/16" diameter.
These reeds when put through the eyes of the steel legs make rings of
any adjustable size from 4" to about 13" in diameter, which is ample
for almost 85% of your general gardening operations BUT, just in case
some of our customers require excessive diameters, each package of
A.B.C. Supports contains a spare 42" reed which can be cut in half
and each one of these halves taped or jointed to the other two 42"
reeds with the rubber friction clamps that are also part of the package.
When this joining is completed, you can increase the diameter of the
ring up to almost 19".

PREPAID PRICES

Each—Complete as Illustrated\$.98
Special Price for 64.98
Very Special Price for One Doz.8.79



IN 4 MINUTES FLAT



44"
Steel
TOMATO
ROD

KEEP "EM" OFF
THE GROUND

METAL

PLANT

PROPS DURABLE

SUPPORT those Delphiniums, "Glads," Dahlias, Perennials, Annuals, Roses, etc., with a sturdy almost invisible "spine" that won't let 'em down, come wind and rain. Some gardeners buy by the gross.

So we appeal to you to TRY A DOZEN or so of the sizes you need. We make the unqualified statement that if you "don't swear by them" and declare them the best ever, you can return the purchase for full refund. We give the end to end measurement but to get net length deduct 4" on the 16" and 6" on all other sizes.

Because we do every step of this work ourselves with no outside "Bites," our low prices amaze other fabricators of steel and even surprise our customers. Example: the price of the 66-inch overall size is about 33 cents. You could hardly expect to pick up an old 66-inch rusty 1/4-inch diameter rod in a junk yard for 33 cents at today's price of steel, say nothing about forming, painting, packing and about 50 cents allowance for just the present outrageous parcel post charges.

As season progresses the four larger sizes, 30", 42", 66", and 78" are more popular. Don't forget to allow 4" for the loop or head of the 16" and 6" for other sizes. "End to End" is the original reading of the patent and unchanged to date.

1—Being all steel, they definitely eliminate wood stakes with their unkempt rag and string ties.



- 2—They support a flower or plant better.
- 3—They are termite and rot proof.
- 4—They are priced so low that no gardener can afford to be without them.
- 5—Processed stiff steel of varying thickness to suit required support, including rose and young fruit trees.
- 6—MADE IN LENGTHS OVERALL (END TO END) OF 16", 30", 42", 66" AND 78".
- 7—They can be saved from year to year.
- 8—Make a neat, orderly looking garden.
- 9—In Garden-Green enamel.
- 10—So simply constructed and safe that a child can place them correctly in a garden.

We appeal to you this year to TRY A DOZEN or so of the sizes you need. We make the unqualified statement that if you "don't swear by them" and declare them the best ever, you can return the purchase for full refund.

We never fear embarrassment with our guarantee because for 25 years the same trade including Park Departments and Botanical Gardens keep multiplying their demands until we now use many carloads of coiled wire to make them and we do all the work right here in Skillman: (1) Straighten and Cut; (2) Form; (3) Paint; (4) Pack; (5) Ship in carloads from our own spur.

PREPAID PRICES

Important to remember when ordering. All heights shown are OVERALL. Deduct 4" from 16" size and 6" from all other sizes for net height.

SIZE OVERALL—END TO END	1/2 Doz.	1 Doz.	2 Doz.	3 Doz.	5 Doz.	6 Doz.
16" (Tulips, etc.)	\$.	\$.85	\$ 1.53	\$ 2.09	\$ 3.19	\$ 3.65
30" (Giant Zinnias, etc.)	.98	1.69	3.09	4.19	6.59	7.59
42" (Delphiniums, etc.) Popular	1.19	1.89	3.49	4.98	7.98	9.19
66" ("Glads," etc.)	1.98	3.49	6.49	9.29	15.29	18.29
78" (Dahlias, etc.)	2.89	5.49	10.79	14.98	23.70	27.06

NOTE—That we have tried to make it advantageous for you to buy, at least, in two dozen lots since the saving averages nearly 12% over one dozen units. The saving is up to 25% on purchases of 6 dozen of the popular sizes.



IMPORTANT — As in all things there's a big difference in Wickets and these other Metal Items. The strength and durability is in the STEEL itself and our Wicket is 1/4" dia. not 1/8" or less, and then a coat of other material to stimulate an optical illusion of equality of steel. Naturally the price varies for the thinner diameter of the steel.

Neat, orderly protection around LAWNS, SHRUBS, PLANTING BED, etc. Keep human and animal traffic away. Sturdy, green enameled. No scratchy prongs or square corners to hurt anyone. Sturdy 1/4-inch diameter steel. Lowest priced wicket.

Twelve of these WICKETS, overlapped about 1" make a neat, practical, "Keep Off Please" Fence about 12' long.

PREPAID PRICES

1 Doz.	2 Doz.	3 Doz.	5 Doz.	6 Doz.
\$2.89	\$5.19	\$7.39	\$11.69	\$13.32

DREAM

PLANT LABEL

FOR FLOWERS, TREES,
VEGETABLES, SHRUBS

Zinc, Spiral Wrap
Durable - Neat - Safe

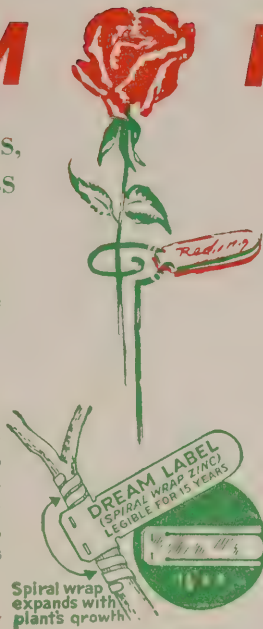
How often has someone asked you for the name of your rose, flower, tree or shrub, and you've forgotten. Being a true gardener you are embarrassed. This zinc, spiral wrap, always legible and never rusts, is just what you want.

Some of you have given birthday trees to your children, or to those whom you care for. These Dream Labels are wonderful for writing the name, date and giver, and on the opposite side the variety of tree.

Give a box of these as a Christmas or Birthday gift. We will even wrap them the way you wish, if you request it.

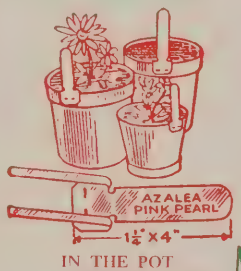
EACH AND EVERY PACKAGE OF DREAM LABELS CONTAINS MORE THAN ENOUGH ETCHANT AND WRITING APPLICATOR.

You can always buy the labels WITHOUT THE ETCHANT, if you prefer and very reasonably in any number.



Spiral wrap expands with plant's growth

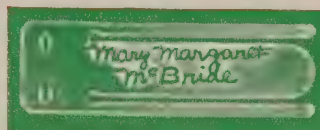
ON THE TWIG



IN THE POT



ETCHANT



YOU MAY HAVE ONE
FREE UPON REQUEST
AS GIFTS, IN NURSERIES,
GARDENS OR POTS.

PROCEEDING ON THE ASSUMPTION that any plant label that would entirely eliminate the hazard of girdled branches would be an improvement upon present devices, and if this were once achieved the other features could be added in due course. Thus the SPIRAL WRAP, as opposed to the customary closed loop, as the means to this end. This is the basic thought but not the only feature of the DREAM PLANT LABEL. Instead of having a tail extending from the end of the label (like Wood, Celluloid, Plastic and Paper), THE DREAM LABEL has two (2) strips (top and bottom) that are separated from the label portion by 3-inch long slots. When these strips are spirally wrapped (clockwise) around a stem, the label portion will be in FRONT of the stem and at right angles thereto, in a normal reading position.

Any label that (1) entirely eliminates the hazard of girdled branches, (2) takes and holds inscription for decades, (3) can be read at right angles to the plant, (4) always answers that quiz "what kind of rose, azalea, rhodo, dahlia, tree or shrub is this?" (5) is tidy and can't come off unless taken off, (6) has ingenious attachment non-girdling binders that EXPAND as the plant GROWS — seems just about the best chance plant life marking has had.

PREPAID PRICES

1. "KIT SIZE"\$.89
Contains 24 Labels, 1 oz. Bottle of Etchant and Applicator
2. "50 UNIT SIZE" (Trial Offer) 1.39
Contains 50 Labels, 1 oz. Bottle of Etchant and Applicator
3. "100 UNIT SIZE" 1.98
Contains 100 Labels with Etchant and Applicator
4. "1000 NURSERY SIZE" 16.98
With 1000 Labels, 5 oz. Bottle Etchant and Applicator
5. "1 OZ. ETCHANT WITH APPLICATOR"39
(a little goes a long, long way)

FENCE RODS



PROTECTS
LAWNS
FLOWERS
TREES
SHRUBS

Made of Metal
Enameled Green



The generous response we have received from gardeners on this item indicates that it undoubtedly fills a need. These fence rods are made of sturdy 1/4" steel, green enameled with two loops which will support wire, heavy clothes line and even rope. Eliminates the use of irregular slats, broom-handles, sticks, rags, etc.

Sold at a price everyone can afford. Mighty handy for circling trees and ornamentals to keep dogs at a safe distance. Swell for "cradling" tomatoes, peonies and other bushy plants, especially with the 48" (overall) size. Many Garden Clubs asked for this practical and popular size for Tomatoes: Use 48" size, 10" deep for a 2 1/2'-4' plant. Dandy support.

PREPAID PRICES

	1 Doz.	2 Doz.	3 Doz.	5 Doz.	6 Doz.
33" (overall)	\$2.39	\$4.59	\$6.59	\$10.49	\$12.29
48" (overall)	2.89	5.59	7.89	12.98	14.98

Page 31 — About Ordering and Shipping — About C. O. D.'s, etc.

Page 28 — The Gift Page — Nice to see when ordering — explains why we cannot give gifts on articles on pages 6 - 18.

SO MANY PEOPLE HAVE WRITTEN FOR THIS WORKING SCHEDULE
WE ARE USING IT AGAIN



SPRING

MARCH

Feed old plantings. Feed and renovate old lawns.
Treat lawns for Japanese beetle grubs.
Loosen mulch, if weather permits.
Dormant spraying before buds break.
Trim evergreens.
End of March, uncover and prune back H. T. roses and Floribunda roses.
Prune back dead or winter damaged wood from climbing roses.
Set strawberry plants and other berry plants.
Planting seed beds. Many vegetables can be started.
Plant fruit trees and flowering shrubs early.

APRIL

Time to plant all hardy plants, such as: Roses, flowering shrubs, trees, evergreens, hedge and perennials.
When planting make hole twice as wide as ball or root stock on plants and back fill with good soil incorporated with organic fertilizer.
Don't work the soil when too wet.
Remove all winter covering.
Feed and renovate lawns.
If Spring lawn seeding must be done, complete it as early in the month as possible.
Turn old compost pile.

MAY

Plant hardy plants; start cultivating.
Spray or dust for insects or diseases.
Spray birches for leaf minor and pines for sawfly (caterpillars).
Mulch broad leaved evergreens and check for lace fly.
Start crab grass control.
Raise lawn mower as high as possible.
Middle of month plant annuals.
Start compost heap.
Roses should be dusted or sprayed at 2 week intervals.

SUMMER

JUNE

Prune Spring flowering shrubs and deciduous trees including maples.
Still time to plant balled and burlapped plants and potted roses.
Remove finished blooms from roses and rhododendrons.
Spray evergreens for red spider, rhododendrons and azaleas for lace fly.
Spray or dust hollies and boxwood for leaf minor feed plants when necessary.
Spray or dust for Japanese or Asiatic beetles.
Dust or spray roses at 2 week intervals.
Prune climbing roses when through blooming.

JULY

Soak garden to a depth of 6 inches during dry spells and mulch.
Cultivate, dust or spray when needed.
Dust or spray roses at 2 week intervals.
Still time to plant balled and burlapped material and potted roses.
Stake tall growing flowering plants to prevent wind damage.
Final feeding of broadleaved evergreens.

AUGUST

Soak during dry spells.
Dust roses at 2 week intervals.
Start preparing the soil for new lawns and grub proof. Use Tobacco Powder.
Water and mulch thoroughly if going on vacation.
Relax and enjoy garden.
Consider Fall plantings.

FALL

SEPTEMBER

Now is the time to make the new lawn.
Feed and renovate old lawns, lime if necessary.
Start Fall planting of balled and burlapped material.
Plant perennials and peonies.
Continue cultivating and spraying or dusting if necessary.
Control peach borers with P.D.B.

OCTOBER

Plant roses and Spring flowering bulbs.
Continue planting of balled and burlapped material.
Feed shade trees with complete fertilizer.
Check borders for presence of mice.

NOVEMBER

Plant all hardy plants such as: Roses, bulbs, trees, shrubs and evergreens.
End of November cut back H. T. Roses and Floribunda Roses to 18 inches, and hill up with soil or sand, mulch with manure between hills.
Brace and cable your trees against winter ice storms.
Make sure all plants are soaked before Winter sets in.

WINTER

DECEMBER

Mulch perennials with salt hay, evergreens and shrubs with cow manure and oak leaves.
Trim surplus growth from evergreens and hollies (use for Christmas decorations).
In using outside decorations don't let electric light bulbs come in contact with foliage.
Purchase a living Christmas tree, and mulch location for planting same.
Order wild bird food from us.

JANUARY

Clean fence rows and property borders.
Dormant pruning.
Brush heavy snow from evergreens.
Feed the birds with G&O Food.
Inspect and care for garden tools.
Inspect stored roots and bulbs.
Plant living Christmas trees in permanent outdoor location.

FEBRUARY

Prune Summer and Fall flowering shrubs and shade trees, except maples, to improve appearance.
Dormant spraying if weather is favorable.
Feed the birds.
Plan garden improvements and changes for the coming year.
Contact your nurseryman for Spring planting.



The "CADILLAC" of LAWNS and GREENS

"IT'S RENTAL VALUE ALONE IS WORTH IT"

SPECIAL SPREADER with the DUPONT NYLON BRISTLE BRUSH AGITATOR. MODEL 20T-75. Included in Fertilizer section of order form because it is allied with Fertilizers (P. 30).

Introducing the BEST ORGANIC SPECIALTY PLANT FOODS TO THE BEST SPREADER with the newest NYLON AGITATOR of THICK FIBERS INSTEAD OF METAL. Sensational.

- (1) 60 lbs. capacity
- (2) 20" wide hopper
- (3) Rolled edges
- (4) "Swirl" type removable agitator from Nylon bearings control, mounted on heavy gauge tubular "T" handle.
- (5) Wide tread (10") tires. SLOTS. Patented-in-hopper.
- (6) Two tone Baked Auto finish.
- (7) Assembled in one carton, transportation (24 lbs.). With care will last a lifetime.

The market offers Spreaders from the little things that sell for less than \$5.00, to the Golf maintenance sizes at \$35.00 to \$50.00, but this STROLLER is "something" to see and the stiff, thick Nylon bristles make a guaranteed even ejector for anything — even fluffy peat moss that "balls up."

PREPAID PRICE — \$20.89



If, for no other reason this F.S.B. should be preserved during the whole growing season for constant reference and basic knowledge, it is because of this "BUG ROGUES GALLERY" picture. Do you, as an average gardener, know what a THRIP, ROSE CHAFER, BLIGHT or the many varieties of scale LOOK LIKE? It's rare information when found in any seed catalog and that is why this F.S.B. gets and deserves TOP RATING by the best informed gardeners everywhere.



RED SPIDER



POTATO BLIGHT



MEXICAN BEAN BEETLE



THRIP



SNAIL



CUTWORMS



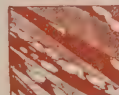
Tussock Moth Larva



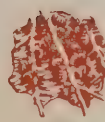
EUROPEAN ELM SCALE



SPRUCE GALL APHIDS



PINE LEAF SCALE



APHIDS



GRASSHOPPER



ROSE CHAFER



ROSE LEAFSPOT



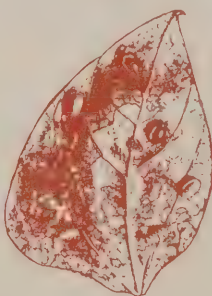
MILDEW



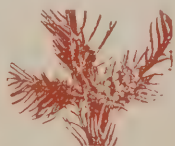
TARNISH PLANT BUG



Tobacco Worms, showing destruction to tobacco leaves.



Different stages of Mexican Bean Beetle on eaten bean leaf.



Spruce Gall



TOMATO WORM



WHITE FLIES



SOW BUG



MEALY BUGS



SAN JOSE SCALE



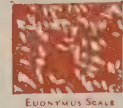
OYSTER-SHELL SCALE



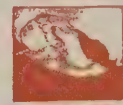
JAPANESE BEETLE



Potato Beetle



EUONYMUS SCALE



COMMON MAPLE SCALE



TREE-MARKING OAK SCALE



Terrapin Scale



CODLING MOTH



CHICKEN LICE



ASPARAGUS BEETLE



ANTS



SLUG



WINTER MOTH

NOW COMES THE NICE PART OF THE CATALOG — OUR GIFTS TO YOU — HOPE YOU LIKE THEM



B

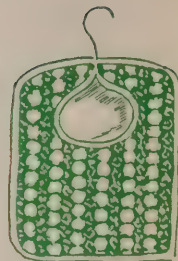
A

Just check or write on your order the gift you desire that is in your price range.
It may be necessary to substitute should the stock become exhausted.

Gift 1 — \$5.00 to \$10.00

For this amount:

- A — Glamorous household or garden glove, light weight, washable, feels like kid, lasting. Yellow and white with green and yellow design.
- or
- B — Man's Utility glove resembling leather, light weight, attractive. Beige with brown piping around wrist.
- or, but only one gift in this price range.
- C — Utility bag to hold your clothes pins or use as laundry bag for socks, hankies or whatever. Swivel handle.



C



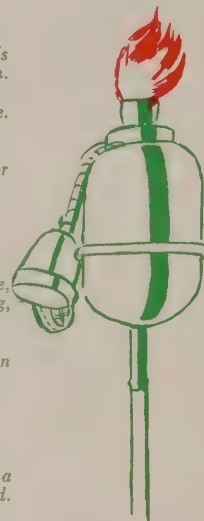
D



F

For this amount:

- D — Garden log to keep a weekly record of planting, temperature, weather, seed planting, transplanting, fertilizing, spraying, pruning, flowers bloomed, etc., and suggestions for next year.
- or, but not both
- E — Puppet Mitt for hot pans. Quilted cotton, leopard design — open mouth of red grasps pot handle.

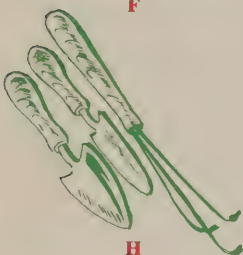


E

Gift 2 — \$10.00 to \$25.00

For this amount:

- F — 25 ft. long triple tube sprinkler, which can also be used as a soaker. Solid brass coupling nickel plated. Flush out cap at end.
- or, but not both
- G — Grass shears, steel blades, safety lock — now cut your hedge tops, small shrubs and grass. No jamming.

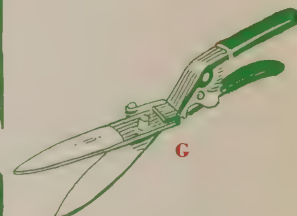


H

Gift 3 — \$25.00 to \$40.00

For this amount:

- H — 3 piece Trowel set of stainless steel, chrome finish, wooden handles. No rusting, forged handle. Trowel, Transplanter and Hand cultivator.
- or, but not both
- I — King size 16" x 10" x 6" insulated red plaid bag, seamless, leakproof, inner bag of waterproof washable material — for picnics, etc. Keeps your things hot or cold.

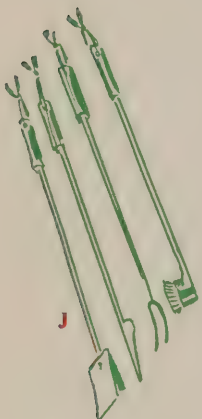


G

Gift 4 — \$40.00 to \$55.00

For this amount:

- J — 4 piece Bar-B-Q stainless steel 24" long fork, knife, basting brush and turner. Leather thongs on handle. Spare brush filler.
- or, but not both
- K — Hawaiian Torch Lite. 7ft. high (two pieces) wooden pole. Made of rust proof spun aluminum. Repels insects. Burns for 12 to 24 hours. For patio, barbecue parties, or beach. Finished in gold and green.



J



I

Gift 5 — \$55.00 to \$70.00

For this amount:

- L — Beautiful brass in-door watering can. Also can be used as a decoration on your mantle, or as a vase to hold your flowers or plants.
- or, but not both
- M — Barometer — beautiful standing instrument, with mahogany case. Solid brass feet. Forecasts every change in pressure. 5 3/8" x 4 3/4" x 15 1/8".



L

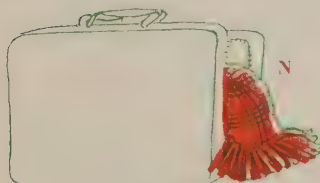


M

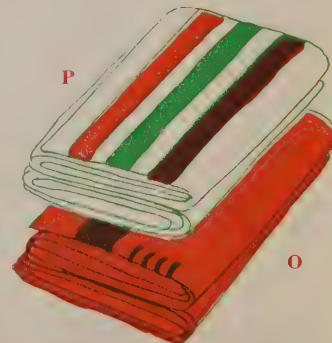
Gift 6 — \$70.00 to \$100.00

For this amount:

- N — Stadium 100% virgin wool fringed "Caledonian" robe 70" x 50", in navy and red scotch plaid. Comes in a deluxe pigskin plastic two seater case that zips apart into two separate cushions, each containing thick foam rubber cushions.
- or
- O — Beautiful 4 lb. pure 100% imported virgin wool Algonquin blanket, 72" x 90". Red with black stripe and four point markings.
- or, but only one gift in this price range
- P — White blanket of the same size and material as above, with three stripes of green, yellow and red. Both these blankets are something to treasure.



N



O

IMPORTANT

DO NOT include the price of our PRIZEGRO "DEAL" (page 6) in the TOTAL of your order as qualifying for any of the GIFTS listed on this page BECAUSE the "DEAL" itself already includes that gift in the form of the FREE Bone Meal. This is obvious and manifestly fair, but still it should be emphasized so that no confusion occurs.

ORDER FORM

GOULARD & OLENA, INC. → SKILLMAN ←
NEW JERSEY

DRY MATERIALS are Alphabetically listed and catalog page is noted in parenthesis (—), for quick reference. Very simple order form. Just circle or check material and sizes desired, extend amount or amounts under "Extension." Then add total amount. Mail in enclosed self addressed envelope with remittance (please — no stamps unless absolutely necessary.)

Date

PLEASE PRINT

Name

Street

City

(VERY IMPORTANT TO GIVE NAME OF SPECIFIC ROAD AND ROUTING, FOR TRUCK DELIVERIES)

Post Office

State

R. R. Station

A — ENTER ORDER AND SHIP
ABOUT (State When)

B — Enclosing Check or M. O.

C — Goods Needed by

PRODUCT & SIZE	Page	1 Lb.	2 Lbs.	5 Lbs.	10 Lbs.	15 Lbs.	25 Lbs.	50 Lbs.	80 Lbs.	100 Lbs.	EXTENSION
DRY MATERIALS											
ALUMINUM SULPHATE (14)		\$.49		\$1.39	\$2.69		\$5.29				
ANTI-BEETLE GRUB #3 (14)					1.98		4.39	8.29			
BLOOD & BONE (12)				1.39	2.49		4.69				
BONE MEAL PURE (13)				.98	1.69		3.89	6.39		9.39	
BONE MEAL, PURE RAW (13)				1.39	2.29		4.89				
BULB FOOD (7)			.79	1.19	1.98		4.49	7.79			
CAMELLIAS (5-3-2) (5)				1.39	2.39		4.98	8.49			
CATTLE MANURE (9)				.98	1.79		3.49	6.29			
CHLORDANE 5%, Household (15)		1/2 lb. @ .69 Special for 3 Canisters \$1.89									
CHLORDANE 6% For Gardens (14)				1.19	2.79		5.69				
COMPOSTER (12)				1.19	1.98		3.69	6.89			
COTTONSEED MEAL (11)				1.29	1.98		4.49	8.39			
D. D. T. (10%) DUST (19)		1 lb. Canister \$.79		4 lb. pkg. \$1.49		6—4 lb. pkgs. \$6.98					
DRIED BLOOD (15-13)				1.39	2.49		4.98				
EVERGREEN-TREE FOOD (7)				1.19	1.98		4.49	7.79			
FISH SCRAP (11)				1.59	2.59		5.89				
GO-CRAB (14)		4 oz. — \$.98		16 oz. — \$2.98		2 lbs. — \$4.98					
GO-NITE (12)				1.59	3.98						
GOOD EARTH (9)				.98	1.79		3.39	4.98			
GOULARD'S FORMULA (10)						3.89	5.59	9.98	14.39		
GO-WEED TURF FOOD (12)					1.98		4.39	6.69	10.68		
GYPSUM (12)					1.89		2.98	4.98			
HYGANIC (10)							2.98	5.69	8.98		
IRON SULPHATE (13)		.89		1.98							
MOTH COMPACTS (22)		TUBE OF 12 COMPACTS @ \$3.29									
MOTH CRYSTALS (22)		1 1/2 lb. @ \$1.39 5 lbs. @ \$2.98									
MOTH NUGGETS (22)		1 1/2 lb. pkg. @ \$1.29 5 lbs. @ \$3.19 Case of 6—5 lbs. \$16.98									
MURIATE of POTASH (13)				.98	1.79		3.98				
NITRATE OF SODA (11)				1.19	1.79		3.69				
P. D. B. — BORERS (15)		1 lb. pkg. @ \$.98									
PRIZEGRO (6)				1.69	2.89		4.59	6.89		10.98	

Fold or crease at this dotted line and then tear off. Use both sides.

PRODUCT & SIZE		1 Lb.	2 Lbs.	5 Lbs.	10 Lbs.	15 Lbs.	25 Lbs.	50 Lbs.	80 Lbs.	100 Lbs.	EXTENSION
RABBIT REPELLENT	(15)	.79		1.89							
RHODO-AZALEA FOOD	(5)		.79	1.19	1.98		4.49	7.79	2/50 lbs. 12.98		
ROSE DUST	(4)	1.29	1/2 lb..69	4.19	7.98						
ROSE★FOOD	(4)	.59		1.19	1.98		4.49	7.79	10.79		
SEPTO	(15)			2.29	3.29	4-10 lb. Cans @ 12.89					
STRAWBERRY FOOD	(9)			1.19	1.98		4.49	7.79			
SULPHATE of AMMONIA	(11)			1.19	1.79		3.69				
SULPHUR — DUSTING	(19)	.59		1.39							
SULPHUR — WETTABLE	(19)	.59		1.39							
SUPERPHOSPHATE 20%	(11)			.98	1.79		2.89	5.49			
TOBACCO POWDER ★	(9)	.59		.98	1.79		2.59	4.98	2/50 lbs. 9.59		
TOMATO DUST	(8)	.98	1/2 lb..64	2.69	4.79		9.98				
TOMATO FOOD ★	(8)		.69	1.19	1.89		3.39	5.98	8.98		
TURFGANIC	(13)						2.79	5.39			
48% Triple Superphosphate	(11)			1.49	2.39						
SPREADER (Nylon Brush)	(27)	20.89									
UREAFORM GRANULES	(12)						\$4.69	\$8.49			
WUND-O-BEST	(11)	1.29		2.69	5.49		9.98	17.89			
LIQUID MATERIALS		1/2 Pt.	Pint	Quart	Gal.	4-1 Gals.	5 Gals.	30 Gals.	55 Gals.		
ANTI-DOG SPRAY	(15)	.79	.98	1.49	4.29						
CESSPOOL CLEANER	(22)			3.98	10.98						
DORMANT MISC-OIL	(19)		.89	1.19	2.98		10.98				
GO-NEX 5%	(22)		.98	1.39	3.69						
GO-NEX 25%	(19)			1.49	4.59						
LIME SULPHUR Solution	(19)			1.19	2.98		10.98				
NICOTINE Sulphate 40%	(19)	1 oz. @ \$.49		5 oz. @ \$1.29							
PINE OIL Disinfectant	(19)		.98	1.69	5.89						
PLANT SPRAY ★	(16)	.69	.98	1.49	4.58	2 GAL. \$8.48					
RID-O-SPOT	(22)	.69	.98	1.59	4.98						
TERMITINE	(15)				5.98	18.49	22.98				
Weed-Poison Ivy Killer ★	(17)		.89	1.29	2.89		12.79	53.98			
METAL PRODUCTS		Each	For 3	1/2 Doz.	Doz.	2 Doz.	3 Doz.	5 Doz.	6 Doz.		
33" FENCE RODS	(25)				2.39	4.59	6.59	10.49	12.29		
48" FENCE RODS	(25)				2.89	5.59	7.89	12.98	14.98		
TOMATO RODS	(23)			1.59	2.89		7.89		14.98		
WICKETS	(24)				2.89	5.19	7.39	11.69	13.32		
PLANT PROPS		No. 16" @ \$ 66" @ \$									
	(24)	of 30" @ \$ 78" @ \$									
		Doz..... 42" @ \$									
SPRAYERS & DUSTER	(18)										
A B C SUPPORTS	(23)	.98		4.98	8.79						
DREAM LABELS	(25)	KIT @ .89		50 "UNIT" @ \$1.39		100 "UNIT" @ \$1.98					
ETCHANT for same	(25)	1 oz. ETCHANT @ \$.39		1000 NURSERY @ \$16.98							
BIRD HOUSE HANGER	(21)	Hanger (Complete 2 Parts) \$2.89									
Bird Houses & Feeders	(21)										
JUMBO STAKES	(23)			2.98	5.89	11.69					
LAWN SEED		1 Lb.	5 Lbs.	10 Lbs.	25 Lbs.	50 Lbs.					
SUN formula	(20)	1.19	5.39	9.59	22.89	42.89					
SHADE formula	(20)	1.19	5.39	9.59	22.89	42.89					

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GOULARD & OLENA, Inc.
SKILLMAN,

NEW JERSEY

TABLE OF THE EQUIVALENTS OF THE COMMON CAPACITY UNITS
USED IN THE KITCHEN AND GARDEN

Units	Fluid drams	Tea- spoon- fuls	Table- spoon- fuls	Fluid ounces	1/4 cup- fuls	Gills (1/2 cup- fuls)	Cup- fuls	Liquid pints	Liquid quarts	Cubic centi- meters	Liters
1 fluid dram equals.....	1	3/4	1/4	1/8	1/16	1/32	1/64	1/128	1/256	3.7	0.004
1 teaspoonful equals.....	1 1/3	1	1/3	1/6	1/12	1/24	1/48	1/96	1/192	4.9	0.005
1 tablespoonful equals.....	4	3	1	1/2	1/4	1/8	1/16	1/32	1/64	15	0.015
1 fluid ounce equals.....	8	6	2	1	1/2	1/4	1/8	1/16	1/32	30	0.030
1/4 cupful equals.....	16	12	4	2	1	1/2	1/4	1/8	1/16	59	0.059
1 gill (1/2 cupful) equals....	32	24	8	4	2	1	1/2	1/4	1/8	118	0.118
1 cupful equals.....	64	48	16	8	4	2	1	1/2	1/4	237	0.237
1 liquid pint equals.....	128	96	32	16	8	4	2	1	1/2	473	0.473
1 liquid quart equals.....	256	192	64	32	16	8	4	2	1	946	0.946
1 cubic centimeter equals....	0.27	0.20	0.068	0.034	0.017	0.0084	0.0042	0.0021	0.0011	1	1/1000
1 liter equals.....	270	203	67.6	33.8	16.9	8.45	4.23	2.11	1.06	1000	1

Equivalents

1 centimeter—0.3937 inch
1 fathom—1.829 meters
1 foot—0.305 meter
1 hand—4 inches
1 inch—2.540 centimeters
1 kilometer—0.621 mile
1 meter—39.37 inches
1 mile (land)—1.609 kilometers
1 mile (sea)—1.853 kilometers
1 acre—4,840 square yards
1 cord (firewood)—128 cubic feet
1 liter—1.057 liquid quarts
1 pint, dry—0.551 liter
1 pint, liquid—0.473 liter
1 gram—0.035 ounce, avoirdupois
1 kilogram—2.205 pounds
1 ounce—28.350 grams
1 pound, avoirdupois—453.592 grams

Apothecaries' Measure

60 minims	= 1 fluid dram
8 fluid drams	= 1 fluid ounce
16 fluid ounces	= 1 pint
2 pints	= 1 quart
4 quarts	= 1 gallon

Linear Measure

12 inches	= 1 foot
3 feet	= 1 yard = 36 inches
5½ yards	= 1 rod = 16½ feet
40 rods	= 1 furlong = 660 feet
8 furlongs	= 1 mile = 5,280 feet
3 miles	= 1 league = 15,840 feet
6,080.20 feet	= 1 nautical, or sea mile

Area Measure

144 square inches	= 1 square foot
9 square feet	= 1 square yard
30¼ square yards	= 1 square rod
160 square rods	= 1 acre
640 acres	= 1 square mile
1 mile square	= 1 section
6 miles square	= 1 township

Avoirdupois Weight

27-11/32 grains	= 1 dram
16 drams	= 1 ounce
16 ounces	= 1 pound
100 pounds	= 1 short hundredweight
20 hundredweights	= 1 short ton = 2,000 pounds
112 pounds	= 1 long hundredweight
20 long hundred-weights	= 1 long ton = 2,240 pounds

Weight

10 milligrams	= 1 centigram
10 centigrams	= 1 decigram
10 decigrams	= 1 gram
10 grams	= 1 dekagram
10 dekagrams	= 1 hectogram
10 hectograms	= 1 kilogram
1,000 kilograms	= 1 metric ton

Cubic Measure

1,728 cubic inches	= 1 cubic foot
27 cubic feet	= 1 cubic yard

Dry Measure

2 pints	= 1 quart
8 quarts	= 1 peck
4 pecks	= 1 bushel

Liquid Measure

4 gills	= 1 pint
2 pints	= 1 quart
4 quarts	= 1 gallon

Surveyors' Measure

7.92 inches	= 1 link
100 links	= 1 chain = 4 rods = 66 feet
80 chains	= 1 statute mile = 320 rods = 5,280 feet

PLEASE STOP LOOK and LISTEN

Who Pays
the Shipping
Costs?



...to this

RE: ORDERS

PLEASE take 3 minutes to read this section because as plainly as we have tried to guide you in ordering we have experienced cases involving correspondence and consequent shipping delays that never should have occurred with just normal attention to details that (1) save you money, (2) patience and (3) happy memory of your dealings with us.

ALL prices in this BROADSIDE include PREPAID PARCEL POST or EXPRESS CHARGES to ALL POINTS, east of or on the MISSISSIPPI RIVER, EXCEPT in the case of shipments of the 100 lb. size or larger quantity of ALL kinds of FERTILIZERS which are prepaid to points within 500 miles of N. Y. City by express or by railroad. Not all destinations in this wide 500-mile radius have express facilities so prepaid railroad shipments to such points would be mandatory.

Probably 90% of all our shipments are laid down PREPAID right to your door. Naturally and if express charges on these 100 lbs. and over shipments to remote places are totally incompatible with rail rates, we would handle such orders via rail PROVIDED the season was not so far advanced as to make delivery via rail impractical for use at planting time. There is a MORAL to all this and we hope you find it possible to co-operate a little with us this year by BUYING EARLY and stating WHEN you want shipment made and approximately WHEN you expect to apply your Fertilizer. There is space on the "TEAR-OUT" BLANK ORDER FORM on Page 29.

➔ DON'T FORGET ➔

WHEN MAKING OUT ORDER — NO GIFT ON PRIZE-GRO OR SPRAYERS



WHY NO C.O.D. SHIPMENTS

THERE are two sound reasons WHY all of our F.S.B. mail orders are handled on the basis of REMITTANCE WITH ORDER (Check, Money Order, or Cash).

- (1) Our accounting system provides for monthly bulk or mass entries of mail receipts which eliminates a lot of waste expense and time in our office.
- (2) C. O. D. shipments involve almost double the time in their preparation of shipping tags and postal red tape and FINALLY when these C. O. D. shipments reach the customer an extra postal charge is exacted for collection that the buyer doesn't like but we can't control postal rules.

Please "work with us" when you can do so, because with thousands of spring orders and a limited staff to handle them we have our share of troubles, too.



Guarantee

We guarantee the quality of all of our products to be exactly as described herein or Money Refunded including your expended transportation cost. This Guarantee is made without Reservation of any kind.

All G+O customers can always buy our products with this understanding whether stated or not. Such has been our policy for the protection of our patrons for over thirty-four years.

Gould & Olsen, Inc.